

Press-Telegram
Southland

LONG BEACH, CALIFORNIA, SUNDAY, APRIL 9, 1950

MAGAZINE
Section



EASTER LOVELINESS

—Photo by H. S. Melvin.
The charm and freshness of childhood are captured here as Valerie Jean, 2, daughter of Mr. and Mrs. R. C. Van Cleve of Long Beach, poses in frilly Easter finery with colored eggs.



The Starmakers Chorus: (l. to r. back row) Taylor Kent, Ralph Tandberg, William Huntley, John Ard, Earle Lane, Burton Forrenger, Bernard Woodward, Phillip Clark; (front row), Jean Bryant, accompanist; Mary Jane Dodge, Merna Hook, Nina Reid, Kathleen Harris, Charlotte Oliver, Jenne Donato, Mildred Kemp, Dixie Wisecarver, Elisabeth Huntley, Director Herrewig. The chorus, formed three years ago, already is popular in the Southland.



Informality marks rehearsals of chorus as members meet twice a week to practice, memorizing words and music of classical, secular and popular selections.

Starmakers Chorus

By Lucretia Roper

THREE years ago a man had a dream to form a fine music organization in Long Beach, one that would be a credit to the performers and to the city. Today his dream has reached its fulfillment in the form of the Starmakers Chorus. He found in Long Beach a number of singers and other specially talented local people who had the same objective in mind, one through which they could pool their talents and combine their efforts in creating a musical organization of professional caliber.

Still an amateur group, the 19 members of the chorus with their director, Wallace R. Herrewig, are making the bridge from amateur standing to professional recognition in the field of vocal music. Herrewig, formerly of Long Beach where



—Photos by H. S. Melvin.

Wallace H. Herrewig, dynamic director of the chorus, gets proper intonation at one of recent rehearsals.

he was active in the Church Music Guild, is now living in Glendale. Many of the choral arrangements sung by the group were made by him. He is a composer of note, concert pianist and is recognized as one of leading choir and choral directors in the Southland. The Starmakers Chorus is his dream in reality.

Aims of the group are to stimulate the interest in good choral music of all styles and types by singing it, to maintain a high standard of music, to present good entertainment through the medium of public appearances, to offer additional impartial vocal and musicianship training to all members and to work as a unit in accomplishing these and other objectives.

The chorus has accomplished these purposes and more. It is rated as one of the outstanding music groups in the Southland, having been called back time and again for repeat club, radio, and television performances.

When the chorus sings, nothing of the sacrifice, hard work and energy that have gone into the making of this organization without benefit of financial backing of any kind is apparent. The chorus has been self-supporting for its three-year existence.

HERREWIG has developed in the Starmakers Chorus not only a group that can and does sing all types of music but has developed them to the point where they are a complete program in themselves.

All soloists are given equal opportunity to appear, as is concert pianist Jean Bryant, regular accompanist for the chorus, and comedy acts and a male chorus.

The group has a dynamic spirit and its 19 members are loyal to their objectives which include attendance at two rehearsals per week as well as public performances. This in spite of private life demands upon them such as teaching, businesses, professions and housekeeping.

They have developed into a unique and exciting chorus, receiving warm praise from music lovers, critics and public alike for tonal blend, rhythmic life, clarity and dynamic range of expression.

As an added gesture, the chorus is preparing "The Seven Last Words of Christ" (Duo-bols) for a series of Lent presentations for small churches.

Their versatile director is known in Southland music circles as a conductor, composer, pianist, teacher and writer of choral, piano, organ and vocal solos. A number of his poems and articles on choral and church music have been published in leading magazines. Although now minister of music at North Glendale Methodist Church where he heads a five choir program, he manages to find time between trips to Long Beach several evenings a week to teach voice, conducting, harmony, musicianship and composition. With such a leader and musician, it is no wonder the chorus is gaining in popularity.

Saddle Star

Pictures and Captions by Tamara Andreeva.

In case you've ever envied the slim, supple figure of a horsewoman—well, you, too, can get those long low whistles. All you need is a horse, some hay, a saddle and—stand back from the corral, folks, here we go! Here, Polly Burson, Hollywood's No. 1 stunt woman (she takes chances for men stars, too), shows you how.



When you have mastered the tricks of riding and gained the poise and confidence that comes with being a good equestrienne, you'll present as pretty a picture as does Polly in the saddle. You can make like a rodeo queen in your own circle of admiring friends. Yes, ma'am!



The one-foot-stand is one of the required essentials in this course of figure exercise, so do not overlook it. Polly seems to enjoy it. She is a native of Oregon but is now a rabid Californian, finds the Southland is ideal for getting out of doors for equestrian exercise.



Here's one of the stunts but purely in an elementary stage as it is posed here. It's known as the "Russian Drag" and the rider hangs head down to snatch a handkerchief from the ground with the teeth while going at full gallop—and keep nose and teeth, of course.

Press-Telegram Southland Magazine

Camera ANGLE

By The Shutterbug

WHEN shutterbugs get together to bat the breeze, seems like the conversation always rolls around to the subject of composition. Just what is this composition thing that is so interesting to camera fans? And how important is it in ordinary snapshotting?

Composition can be defined very simply as the arrangement of the elements within a picture. When these elements are arranged in a pleasing manner, we have a picture that is interesting to look at.

One of the first rules of composition is this: make each picture tell just one story. If you are taking a picture of

pretty little cousin Mary, don't include half the front yard, the neighbor's garage, assorted lilac bushes and passing automobiles. Move in close to where you get a picture of her. Avoid distracting elements.

Secondly, you'll want to keep your main point of interest away from the exact center of the picture. That spot is the most static position possible. Move it off a little to one side or the other.

If you examine any picture closely, you will notice that it is composed of lines and masses of light and dark tones. By the manner in which you arrange these lines or masses, you can again influence the effectiveness of your picture.

THE LONG BEACH CAMERA GUILD will hold its monthly monochrome print competition Wednesday, 8



The fence and its shadow above form a beautiful "S" curve, leading the eye right to the distant buildings.

p. m., at Alamitos Branch Library Auditorium. Guest critic will be Clem Inskeep of the Foothills C. C.

MIDWAY CITY C. C. meets Wednesday, 8 p. m., at Little Fellowship Hall, 14752

Jackson St., in Midway City. A lecture on "Composition" by Millidge Day is scheduled.

SANTA ANA C. C. has a busy week ahead. Besides its own regular meeting Thursday, 8 p. m., at the Community

Know Long Beach

By Maymie R. Krythe

(Answers to these quiz questions will be found on Page 10.)

1. Who was the first white man to see the site of Long Beach?
2. To whom were the site and surrounding country first granted?
3. Who owned Los Alamitos Rancho?
4. What is the meaning of its name?
5. What rancho did John Temple own?
6. What does its name mean?

Center, 1104 West 8th St., this club will be host to the Southern California Council of Camera Clubs next Sunday. Starting at 8 a. m., with breakfast at Knott's Berry Farm, hundreds of amateur photographers will roam the area looking for picture possibilities. At 11:30 the council group will be served lunch in a special dining room at the farm. At 4 p. m., the council's monochrome print competition will be held at the Community Center and at 7 p. m., the color competition will take place at the same address. These competitions are open to the general public and present the tops in photographic achievement by the members of the many clubs in the council.

7. Who planned a town here in 1892?
8. What building is named for him?
9. When was the name, "Long Beach," adopted?
10. What important event occurred here in 1921?
11. At what place?
12. What noted contest took place at Marine Stadium in 1932?
13. Why is the date, March 10, 1933, of local importance?
14. What unusual kind of art festival was started here in 1949?
15. What internationally known musician, formerly with Sousa, once led our band?
16. Which city park is named for a President?
17. Which one, for an early member of Congress?
18. Which of our parks is circular?
19. What is the oldest women's club in Long Beach?
20. At what unique institution are the world's problems discussed?

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FRED TAYLOR KRAFT,
Magazine Editor

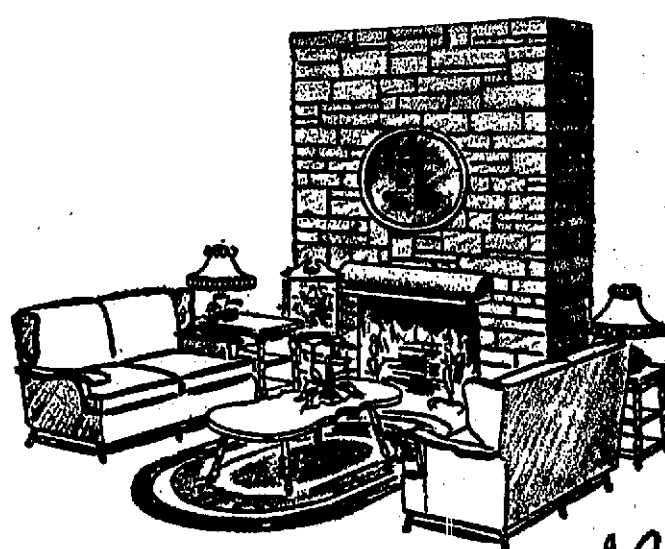
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Barber Shop Harmony

Roundeleers, Desert-Aires, Four Bits of Harmony, Four Family Flats, these and more are names due to take on new significance here April 22 when one of America's most unique organizations, the Society for the Preservation and Encouragement of Barber Shop Quartet Singing in America, will conduct regional competition in Long Beach. They are some of the quartets who will "render" such tunes as "Sweet Ad-o-line" and other oldtime favorites.



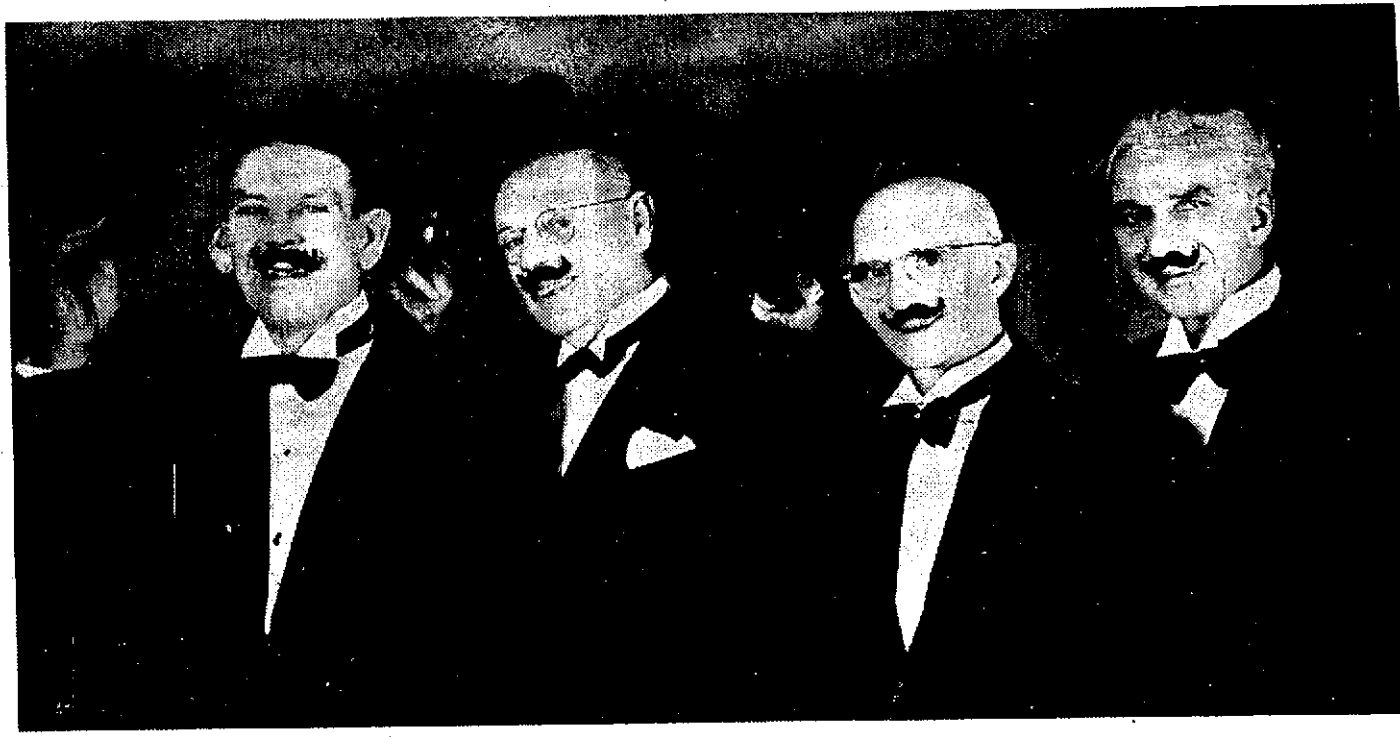
Roundeleers, co-winners of S. P. E. B. S. Q. S. A. regional preliminaries here last year, are N. Van Cina, tenor; Cliff Tracy, lead; Less Woodson, baritone, and Jud McMillan, bass.



The Crown City Four of Pasadena reached national finals last June. They are Tom Wirick, Walter Reed, Jim Arnold and Art Huston. They will soon make a tour of Pacific Army Camps.



Tucson, Ariz., will send this topline quartet, the Desert-Aires, to the regional event. They are Dick Pearson, lead; Johnnie Canavan, tenor; Fred Redmon, baritone, Hal Shoemaker, bass.



Mustaches and derbies are a trademark of the Way Back Four of Bell: Art Price, Ken Cotton, John Pollock, Harold Skinner. Songs of "grandpop's" day are featured by S.P.E.B.S.Q.S.A.



Long Beach, which has a chapter of 55 members in the S. P. E. B. S. Q. S. A., will be represented by the Four Bits of Harmony: Charles Hopper, Bill Lardizabal, Dick Montgomery and Don Nunez.



The Four Family Flats: Eddie Deal, Charles Pursglove, Mark Hanna and Dick Miller, will appear in an "Afterglow" program to be given in the Wilton Hotel Marine Room following the contest.

Blossoming into Summer

The best-dressed women of today are the ones who have a way with fashions. Women needn't sacrifice becomingness for smartness in Spring and Summer wardrobe collections, stylists say. Here are five examples that bear them out.



Crisp white linen is used for the suit (above) from resort, spring collection.



Ideal for bridesmaids and for other "young social doings" is the taffeta gown (center above) by Emma Domb. It has a back bustle of a perky group of bows.

At right above is a pert and pretty taffeta from Saba, perfect for rush teas and informal dates on the campus. Quilting stresses deep yoke, scoop pockets.

Dan Gertman scores a "birdie" in a golf skirt (left above) that is without parallel in the realm of sports fashions. It is washable, cool but sturdy.



De De Johnson has styled a stunning silk pongee suit (above) for summer.



Salads for Spring

By Mildred K. Flanary

DREAMY DAYS of spring and "spring fever" call for a tonic and the best tonic isn't always in spoonful of sulphur and molasses or vitamin tablets. Fresh green salads are a tonic themselves, full of natural vitamins and blessed with eye appeal that no formula could ever have.

For instance, and as a pepper-upper, try Pepper Cup Apple Salad. The green pepper makes a perfect background and fillings can be varied.

Pepper Cup Apple Salad

Cut off tops of green peppers and remove seeds. Cut unpeeled red Winesap apples into wedges. Combine with grapefruit segments and toss with mayonnaise. Heap into pepper shells and garnish lightly with flecks of grated green pepper. Chill and serve on crisp lettuce leaves.

Try favoring callers or the afternoon card club with Molded Grapefruit Salad on the top deck of the tea cart and a frosted cake on the lower shelf. The response will justify the effort.

Molded Grapefruit Salad

2 envelopes unflavored gelatine
1 cup cold water
1/4 teaspoon salt
1/4 cup sugar
1 No. 2 can grapefruit sections
1 No. 2 can grapefruit juice

Soften gelatine in cold water. Place over hot water and stir until gelatine is dissolved. Add salt and sugar and stir until dissolved. Drain syrup from grapefruit sections, combine with grapefruit juice to make 3 cups. Add dissolved gelatine to the 3 cups of citrus juice; chill until mixture is the consistency of unbeaten egg white. Fold in drained grapefruit sections. Turn into 1 1/4-quart mold or individual molds. Chill until firm. Unmold and garnish with fresh or canned fruit. Yield: Eight to 10 servings.

For more elaborate salad fare make Chicken Salad Supper. Mold it first in a pan or bowl, then garnish with deviled egg and sliced tomatoes when ready to serve.

Chicken Salad Supper

2 cups cooked chicken, diced
1 cup cooked carrots, diced
1 cup cooked peas
1 cup celery, diced
2 teaspoons onion, minced
1/4 teaspoon salt
1/4 teaspoon pepper
1/4 cup real mayonnaise
12 deviled eggs
Sliced tomatoes
Boston lettuce
Combine chicken, carrots,



A salad symphony that sings of spring is made by cutting green peppers petal fashion, filling with salad.

peas, celery, onion, salt and pepper with real mayonnaise. Press into an 8-inch square pan lined with waxed paper. Place in refrigerator until ready to serve. Unmold on platter; garnish with deviled eggs, sliced tomatoes and lettuce. Yield: Six servings.

For other appetite-whetters, we suggest the salads and dressings listed below:

Bridge Club Tomato Salad

2 cups tomato juice
1 package lemon or lime-flavored gelatin
2 tablespoons vinegar
1 cup canned or cooked shrimp, halved
1/2 cup silvered, blanched almonds
1/2 cup diced celery

Method: Heat the tomato juice and pour over flavored gelatin, stirring until it is dissolved. Add vinegar. Chill until partially set and add shrimp,

celery and almonds. Pour into small ring mold or individual molds and chill until firm. Unmold on crisp greens and serve with favorite salad dressing. Serves six to eight.

Frozen Fruit Salad

1 No. 2 1/2 can fruit cocktail
1 teaspoon plain gelatin
3 tablespoons fruit cocktail syrup

1/2 cup heavy cream, whipped
1/4 cup mayonnaise
1/2 cup cubed bananas
1 tablespoon sugar
2 tablespoons lemon juice

Method: Beat the cream until stiff and fold in the mayonnaise. Soak the gelatin in cocktail syrup and dissolve over hot water. Add the sugar and lemon juice. Fold in the drained fruit cocktail and cubed bananas. Pour into refrigerator tray and freeze, stirring occasionally. When frozen, cut in

(Continued on Page 10.)



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The couch in the Cotter den, with surrounding built-ins, is covered with practical brown leatherette. Cabinets and shelves are constructed of combed wood.

Here's an Idea

Shelves Frame a Couch

BECAUSE there was not room in this den to devote a wall to bookcases, these shelves and cabinets were designed to frame the couch. Built in the home of Mr. and Mrs. Herman Cotter, at 1133

By Caroline Coleman

Cartagena, the shelves are decorated with books and objects d'art while cabinets at their base provide easy-to-get-at storage.

Brown shades used predominately in this room are picked up in the cabinet doors which are of combed wood. This type of wood can be left in its natural color or it can be painted. At the present time many people are antiquing combed wood by rubbing the paint off before it is dry, leaving the wood stained with a natural color tone.

This wall arrangement is particularly good because a spacious window opposite provides a lovely view of the back garden; for a conversation grouping chairs can be pulled up on either side of the couch. The necessity for side tables is eliminated with these built-ins and since this is the place people are most apt to sit and read, the books stored here are conveniently within reach.

sanitary and need refinishing in a few years.

A space three feet long is recommended by the report for a mix center. The kitchen also needs about two feet of counter surface beside the range. Surfacing this area with clay tile will make it fireproof, so that hot pots and pans can be set directly on its from the range.

Floor area should not be skimped in the kitchen, since two or more people often work there. When cabinets or appliances are located on opposite walls, allow at least four feet between them, the report says.

The window area of the kitchen should be at least 10 per cent of the floor area, according to the report. Fifteen per cent or more is recommended.

The most traveled area in kitchen work is between sink, range and refrigerator. The kitchen should be planned so that other traffic does not go through this area.

Finally, two doors are enough for the kitchen—one to the dining area and the other to the outside. More just cut up space.

Kitchen Planning

GOOD home planning does not necessarily begin and end in the kitchen, but many a home, sweet home has sour memories for the housewife because too little attention was given to designing that room.

The housewife's special needs, her likes and dislikes, are a good starting point in kitchen planning, but they seldom provide sufficient standards for the complete design, points out a Tile Council of America home building report.

Storage space is the most important consideration in making the kitchen a happy and efficient work place. For ample space, 20 linear feet of walls are needed for cabinets, range, sink and refrigerator, says the report. Even a very small kitchen needs at least 15 linear feet for storage.

Adequate counter surfaces at each side of the sink greatly speed up dishwashing. The suggested minimum counter for dirty dishes is three feet long, and for the drainboard two and a half to three feet. If surfaced with a waterproof material such as clay tile, counters will not become un-

It's an Antique

Napoleonic Brass

By Mary Lou Zehms

FRENCH EMPIRE has found very little favor as a modern home furnishing style as the great ambition and vanity of Napoleon is expressed in the motifs of this time. He loved the power and grandeur of ancient Rome and commissioned Jacques Louis David, a painter, to carry out his ideas of military pomp in the home furnishing art of France. But when Napoleon was exiled to the Island of St. Helena in 1815, this style came to an end.

Recently, an article made during this period (1788-1815) and most unusual and perfect in every detail, was brought to the attention of this column. It is a brass balance scale used by the French government, illustrated here and displayed in a Long Beach antique store.

It was through the conquests of the Romans that brass was first introduced into Europe. In England, the oldest specimens of brass date back to the first half of the 13th Century. They are in the form of "brasses," which are found over the tombs of civil and ecclesiastical dignitaries. The metal for these came from Germany, which country was famous for her production of brass during the Middle Ages.

During the reign of Queen Elizabeth the manufacture of brass was much encouraged with patent rights issued to many producers.

Various processes are employed in the making of brass which may be cast, rolled in sheets or drawn into wire. It was in 1781 that James Emerson patented the direct production of brass from copper and zinc and his method gradually displaced the older calamine process.

Important developments in the brass trade have been the introduction of rolling-mills in the early part of the 18th Century and the application of stamp and die in 1768.

The scales shown here were undoubtedly made by melting together copper and zinc which were cast in a mould. The proportion of copper in brass varies from 66 to 75 per cent, the latter proportion being considered the best brass.

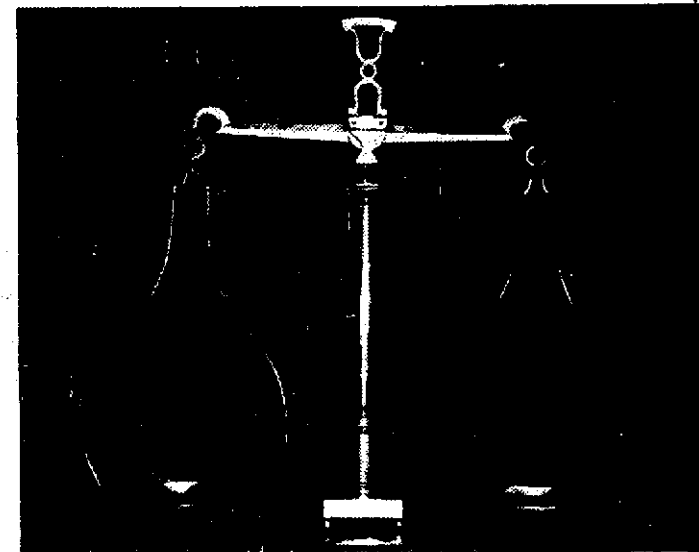
THE MOULDS for casting of brass are usually made of sand and when the cast object is still warm it is dipped into water which detaches most of the sand. Then it is dressed, ground and burnished.

When the Pilgrims first settled in the new land they found Indian arrows that were tipped with brass. It is now supposed that this brass came from the wreck of a French vessel in 1616. Although the French had a good many "brazers" or workers in brass, the better known ones came from England and their families eventually migrated to Ameri-

ca. The first New York directory published in 1786 gives several names of brass founders.

The balance scale was known and used in Egypt at the dawn of history. It is still relied upon in precise weighing and it is a symbol of the just weight and of justice.

Numerous tiny marks on this illustrated balance indicate that the French government tested it. France required merchants scales to be placed where a buyer could see the weighing.



An interesting example of brass antiques of France's Napoleonic Empire period is the scale pictured above.

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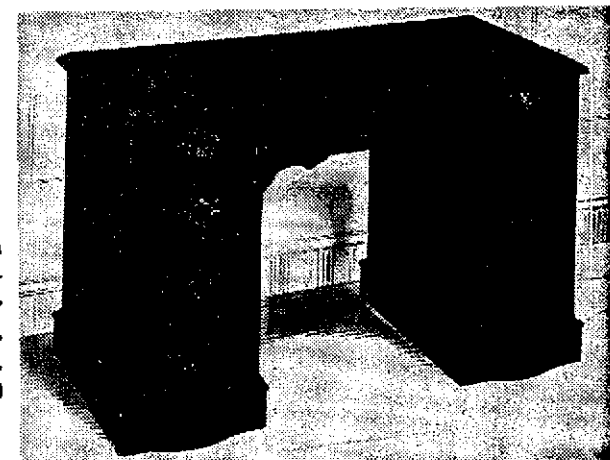
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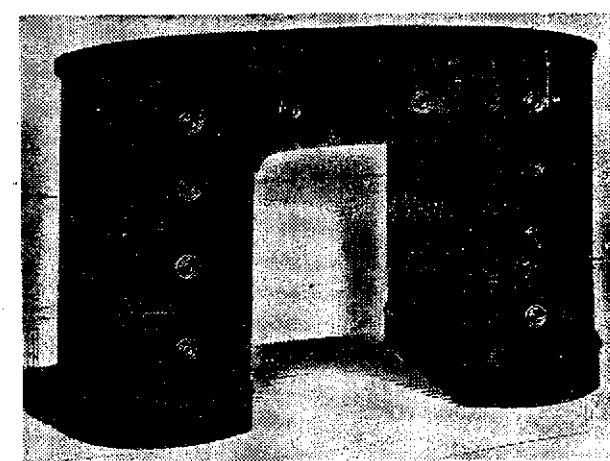
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Dick Todd, Oscar Nominee, Wins British Award

Actress Left Out on Limb

HOLLYWOOD, April 8. (AP) Jane Greer was talking about inconsistencies in movie scripts.

"In one picture," she recalled, "they left me hanging by the hands from a tree. They shot that scene on location, and followed it with a sequence on a train which explained how I got out of the dilemma."

"But meanwhile I caught the flu. In the train scenes I couldn't read my lines for laughing; I must have had a fever. Finally the director let me go home for three days to recover. I didn't do it deliberately, of course, but that hysterical laugh was one way to get sick leave."

"Well, when I came back I learned that they had cut out the entire train sequence, to save the cost of reshooting it. That left me right out on the limb—the revised script never did explain how I got out of that tree. As far as the story is concerned, I'm still hanging there."

Jane is perfectly amiable about such incongruities, and she has quite a repertoire of them. She tells them wholly for fun, and she's one of the best storytellers in Hollywood. At present she is playing a girl on parole from a theft charge, in "The Wall Outside."

Talkative Admirer Beats Beauty Aids

HOLLYWOOD, April 8. (AP) All a woman needs to be known as a Great Beauty, a movie director maintains, is one talkative male admirer who will tell the world about her charms.

"Beauty of face, fullness of figure, charm of her smile—all those are important," director Michael Curtiz said. "But without a male admirer, to talk her up to other males, those charms will go unnoticed."

"Beauty sometimes isn't even skin deep. Often it's only in somebody's eyes—a man's, naturally. If he thinks the lady is lovely and tells someone else, the story and the reputation for beauty spread."

"Pretty soon, if they talk about it enough, the lady will become beautiful beyond any doubt."

Curtiz has put many a so-called beautiful actress through her paces in movies. But he says most beauty is in the minds of those who see it. The owner of a pretty face or figure can do some things to improve herself. But she has to depend on her effect on the male mind for her reputation as a great beauty.

"One enthusiastic, talkative male," Curtiz declares, "can do

more for a woman's reputation of charm than all the beauty aids in the book."

Such talk not only makes men think the lady is beautiful; it makes the lady think so herself.

"If men will talk long enough and earnestly enough to various people about a woman's beauty," he said, "they will find her beautiful and her reputation for beauty will grow very fast. Soon, when she finds enough people who think she is beautiful, she becomes beautiful."

"I have seen it happen a hundred times."

Curtiz is a man who practices what he preaches. He is directing two gorgeous creatures, Lauren Bacall and Patricia Neal, in Warner Bros. "Bright Leaf."

"To me they are beautiful, and I am doing the man's part in spreading that reputation," he said.

"They'll live up to anything I say about them."

Music Notes

Violinist John Berry Enters Concert Stage

By Mary Lou Zehms

JOHN BERRY, young California violinist and native of Long Beach, has been in the Southland news for over 15 years and for good reason. He has shown exceptional talent in music, specializing in violin, since the age of three when he started studying with the late Carlton Wood. Since then he has been a pupil of the eminent violinist Sascha Jacobson, studying composition, theory, harmony and orchestration with the composer Mario Castelnovo-Tedesco.

Just past 20, John is ready to make his debut on the concert stage, playing his debut program at Assistance League Playhouse in Hollywood Tuesday, April 18, at 8:30 p. m.

An unusual feature of this violin recital will be the appearance of Castelnovo-Tedesco playing the piano accompaniment to his own composition, "Sonata-Quasi Una Fantasia"

which will have its local premiere. In his other numbers, Ralph Linsley will be at the piano.

The youthful artist will play Bach's "Sonata in A Minor" for unaccompanied violin, considered among the most extraordinary in the library of violin music. He will open with "Fugue in A" by Tartini, arranged by Kreisler.

Other numbers will include Tchaikovsky's "Concerto in D Major," a favorite in many great violinists' repertoire; "Pastorale" (Poulenc); "Short Story" (Gershwin); "Cantiga La De Longe" (Guarnieri) and Aaron Copland's popular "Hoe-Down."

Since he was 14 years old, John has been an admirer of Albert Spaulding, eminent violinist. They have become close friends through their mutual love of music. On a trip to New Year four years ago, John

met Spaulding. The older artist has been an inspiration to him, writing him encouragement in his letters and giving him advice.

Two hobbies take up the time of this artist, one is photography, where he works in 35mm. color slides, and the other is geology and mineralogy where he is experimenting with fluorescent.

His first love is the violin, though, and following his debut, he plans to continue in the concert field.

THE Margaret Webster Shakespeare Repertory Company, now in its second season on tour, has been signed by the board of directors of the Sacramento (Calif.) Civic Repertory Theater for a two-week drama festival there in January, 1951. Miss Webster's group will do five plays, with the actress-manager herself appearing in a couple of them.

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The Living Theater

Skitch Henderson Breaks Up Band

By Jack Gaver

SKITCH HENDERSON has broken up his band to become general musical director for Frank Sinatra. The new alliance became effective only a few days ago when Henderson took over the job of conducting Sinatra's Monday-through-Friday radio program, which currently is emanating from New York.

Henderson also moved into the Copacabana night club with Frankie to conduct the singer's engagement there. He will make the trip to Europe this summer for the singer's appearance at the London Palladium and on the continent.

MISS ADELE LEHMAN has the unusual job of sending out 75,000 birthday cards a year, all addressed in longhand. Sometime this year she'll address envelope No. 500,000 in behalf of the Hotel New Yorker, which likes to remember its guests.

Miss Lehman says that, on the basis of her records, more hotel guests seem to have been born in July than any other month. She sent out 6789 July cards in 1949. August was a

close second with 6538 cards. February and June appear to be the least popular months, with 5459 and 5639 respectively.

Many guests are mystified as to how the hotel discovers their birthdays. In most cases it is simple. Applicants for credit cards are asked to give the month and day of birth but not the year.

JULIE WILSON is solidly settled this season as an upper bracket entertainer. She's back at the Maisonne Room of the St. Regis Hotel, where she first made a hit with her specialty songs last season. After that she went on to play the second lead in the national company of the musical comedy, "Kiss Me, Kate," leaving it in Chicago a few weeks ago to keep cafe engagements.

The tall, shapely brunette with the (sometimes) low-down voice, has had more than her share of ups and downs before clicking.

She started as vocalist with a band in her home town of Omaha, Neb., in 1942. She went into night club work and quit to go to college in 1943. She didn't like that and soon came to New York to work in night club choruses at the Latin Quarter and the Copacabana.

She got some specialty work at the Copa, went overseas for seven months to entertain troops and then lost her voice. Back to the Copa chorus. Long months of work brought back her voice and she again sang production numbers at the club.

Summer stock and movie efforts were failures but her trip to Hollywood was not a total loss. She was given a week's engagement at the Mocambo and there hit her stride. She stayed four weeks and has been on the way up ever since.



The glory of heaven on Easter Morn is reflected in the eyes of Ann Blyth as she sings man's thanks for the resurrection. Universal-International's Miss Blyth, who made her mark as a dramatic actress before she was

21, has a beautiful singing voice which hasn't been heard on the screen since she was an unknown in B pictures. Hollywood heard her, however, in person on the evening of the Academy Award presentations.

Reel Villain Gentle Soul in Real Life

By Patricia Clary

HOLLYWOOD, April 8. (AP) A movie actor who claims he's done more villainous things than any man his age is a gentle soul who teaches Sunday school each week in his Los Angeles church.

But when the annual church play is staged, he's always Judas.

"Tell me," begged Clifton Young, "where does a movie villain go to reform?"

Young started out early in movies as the heavy in Hal Roach's "Our Gang" comedies. He was the tall, lanky kid who always got his pals into trouble.

Well, Young's still tall and lanky, and he's still getting people in trouble. At age 32, he's been dastardly on stage, screen and radio and is branching out into television. Of all those media, he prefers movies.

"They gotta see you to hate you," he snarled. "They gotta see your hard eyes and watch your tight mouth and notice your sneers. None of this subtle villainy for me."

"I'm pretty basic!" The trouble is that after all these years of nastiness Young would like to go straight for a change. He'd like to be friendly, to have somebody like him. But it's tough.

"I walk into a casting office," he complained, "and they say: 'Sorry, no heels today.' The kids in my block don't like me any more—I've done so many awful things in Saturday matinees."

"I wish I knew where to go to get re-typed."

Record Album

By David C. Whitney

SAMMY KAY's orchestra has turned out a change-of-pace record which is by far the best it has waxed in a long time. The number, "Wanderin'" was written by Kaye and is sung by Tony Alamo with the Kaye Choir. It is a lonesome tune in the fashion of "Riders in the Sky."

The reverse, "The Bicycle Song," is a peppy piece more in the regular Kaye style.

Arthur Godfrey, who seems to specialize in tunes that keep the radio censors holding their heads, has a new one, "Go to Sleep, Go to Sleep, Go to Sleep," on which he teams with the musical comedy star, Mary Martin.

Other good new singles: Tony Martin and Fran War-

ren duet on "Darn It, Baby—That's Love" and "That We Is Me and You" (RCA Victor). Pee Wee Hunt's jazz group instrumentalizes "Royal Garden Blues" and "That's a Plenty" (Capitol). Peter Donald has a pair of amusing novelties, "Whadda Ya Doin' Tonight, Dear," and "A Paper Full of Fish and Chips" (Columbia).

Phil Harris has a complete serious side in "God's Country," with a novelty rendition of "Lazy River" on the reverse (RCA Victor). Margaret Whiting sings in her best style "It Might as Well Be Spring" and "How Deep Is the Ocean" (Capitol). The Corsairs have a pair of novelties, "Jonathan" and "The Subway Boom-De-Ay" (Columbia).

John Garfield Plays Crooked Jockey Role

HOLLYWOOD, April 8. (AP) "Under My Skin" is an uneasy movie about a crooked jockey, the gamblers who hound him, and the son who idolizes him. The picture at times is almost as exciting as Micheline Prele, who plays a Paris cafe singer in it. The jockey, portrayed by John Garfield, has been barred from American tracks. He's run out of Italy by irate gamblers for failing to throw a race as agreed. In Paris he falls in love with a sultry chanteuse (Miss Prele) who sings moody songs in a smoky basement cafe.

He also acquires a mean-tempered horse and wins a series of steeplechases. The gamblers, still after him, threaten to kill him if he doesn't throw the big race. But his hero-worshipping son expects him to win. Miss Prele, a Hollywood newcomer from the French cinema, is an alluring, ringlet-haired beauty who can act.

Garfield handles the harassed-jockey role believably, absorbing and dishing out some rude punishment in encounters with his adversaries. His son, whose mother has died, is played by 30-year-old Orley Lindgren, a clean-cut Los Angeles lad. Luther Adler expertly leads the villains. "Under My Skin" was developed from a 12-page Ernest Hemingway story, "My Old Man." Back-grounds were filmed at four European tracks.—G. H.

Actor Sails for London

By Howard C. Heyn

HOLLYWOOD, April 8. (AP) Richard Todd, the visiting British star and Academy nominee, won't take home an Oscar, but he has something waiting for him in London just the same.

He'll pick up the award bestowed by the London Daily Express Film Tribunal, in which Todd shared honors with Alec Guinness as the best British cinema actor of 1949. Todd had left for Hollywood when the British awards were presented.

His prize, he said, will be the privilege of choosing a gift valued at 100 pounds (about \$280). This probably will be something for the home he and his bride are furnishing with antiques.

Todd's British award and his American Academy nomination were for his performance in "The Hasty Heart," filmed in England by Warner Bros. and Associated British Pictures Corp. The actor and his wife have been in America for three months, Todd making his first Hollywood film, "Lightning Strikes Twice." This was their first trip to the United States, and Todd is due back here early next year for another picture.

Since the American public doesn't know him too well yet, Todd's Academy nomination was quite an honor in itself.

Also awaiting him in England are new picture commitments and his greatly beloved custom-assembled sports car.

Picturemaking techniques, Todd said, are much the same in America and England, but he believes the British industry enjoys one advantage: Stage and cinema production are centered in London, enabling an actor to work in a play and a picture at the same time.

The Todds, widely entertained by the film colony here, will leave behind a rather enviable reputation for diplomacy when they sail aboard the Queen Elizabeth April 14.

Personal-Appearance Tour Thrills Blondie

HOLLYWOOD, April 9. (AP) After 30-odd movies in a dozen years, Blondie has just had her first personal appearance tour. She couldn't be more excited about it—thinks every star should hit the road at least once a year. "You get to thinking of your public in terms of boxoffice or Hooperating," said pretty Penny Singleton, who plays Dagwood's harassed wife in the series. "This tour is the most wonderful thing that ever happened to me. Gave me a completely new outlook. The warmth, the friendliness, the happiness on people's faces—why, it was like meeting a lot of relatives."

The theater tour lasted six months. It started in Miami and took Blondie to Chicago, Baltimore, Hartford, Youngstown, Indianapolis, Toledo, Kansas City and Evansville. In Youngstown, women crowded backstage with cherry pies, spice cakes, shawls, embroidered handkerchiefs, and scarves they had made for her. A housewife put her arms around Blondie and said, "We love you." Blondie says of the demonstration: "It was amazing."

Everywhere, people asked her about the stars—Kathryn Grayson, Irene Dunne, Loretta Young, Broderick Crawford, and Bing Crosby, among others. A newspaper reporter, following her about one day, asked what Hollywood was like. Blondie pointed to a house with milk bottles on the back porch and one window blind higher than the other. "Like that," she told him.

She visited children's hospitals and homes. The biggest thrill for Blondie occurred in Kansas City. In a polio ward she visited, one 8-year-old boy sat in a corner by himself. She invited him to join the other

N. Y. Likes L. B. Singer

THE many friends of Miss Janice Moudry, Long Beach contralto, will be happy to know that her New York City Town Hall recital March 25 was a success. The recital followed her Los Angeles debut of last month. Now that she is launched on a concert career, we'll be hearing more from time to time about her successes.

Quoting from the New York Times: "Miss Moudry's voice is strikingly rich in texture, of good range and a wide dynamic compass. She used it with apparent ease . . . and with expressive nuance in her dark-hued low sounds as well as her brilliant highs . . ."

From the New York Herald Tribune: "Janice Moudry . . . has a voice of uncommonly persuasive texture which she projects evenly throughout its range . . . her interpretations revealed careful preparation and good musicianship . . . she should become a genuinely worthwhile singer."

'Cardinal' Rich, Powerful

By Garold Lagard

THE CARDINAL, by Henry Morton Robinson. 370 pp. New York: Simon & Schuster. \$3.50.

THIS book is as big as the world, as big as the spirit, and there can be no reviewer or critic so big as to justly quarrel with it. That a non-Catholic reviewer, not overly spiritual, could take it to his heart should be proof of its depth of feeling and majesty of expression that goes beyond the intellect, through already titillated emotions and straight into the spirit of man that is the abiding mystery of all time.

Stephen Fermoye was one child of six. In a family that is solidly Catholic. Din the

Down-Shouter is a sturdy father and a man of pride in his people who walked straight and tall. And there were two in his family who chose the church—Stephen, and the gentle and frail Ellen. Bernie was a man for a piano and a song; Mona was a girl for rebellion; George was a man for the law; And Florie and Rita were as opposed as two sisters could be—Florie a scold, and Rita one for the middle way.

From the beginning of Stephen's entrance into the priesthood, until he at last dons the Cardinal's hat, the tale moves through almost every physical, emotional and spiritual experience possible to a man of depth of feeling. And Stephen was

that. The flesh of his fit body was tempted, until his spirit cried out for relief. Touched by history, his place in the world scheme grows greater and more significant as a great Pope dies and a great Cardinal moves to the Throne of Peter as Europe writhes from the needling of two men of ambition more terrible than most—Hitler, and Mussolini, who were both little men to worry and then attack the souls of greater men.

And this is sensitivity and grandeur, rich and powerful with the power of a novelist with skill and imagery, and with the power of unconquerable faith and compassion which is a needed thing.



May Mellinger is author of "Clook of Laughter," a suspense story set in San Francisco. See review.

Custer's Story Narrated

By Fred Taylor Kraft
Press-Telegram Book Editor

THE CUSTER STORY: The Life and Intimate Letters of Gen. Custer and His Wife Elizabeth. Edited by Marjorie Mattingly. 360 pp. New York: The Devin-Adair Co. \$3.

THE "General Patton" of the war between the states, and the man who waged unrelenting war on the Indians until overridden by tremendous odds at the Little Big Horn, was Gen. George A. Custer. The great inspiration of his life was his wife Elizabeth. This book is an all-revealing portrait of both, narrating through their letters the story of their lives.

Though he graduated at the foot of his class at West Point, Custer lost no time making a name for himself. He was cited for bravery at Bull Run and rose rapidly through the ranks to become a major general. His exploits in war and on subsequent Indian expeditions and his personality made him tremendously popular—so popular that had he lived he might have become President. Gentle, brave, intelligent, and of splendid bearing, Elizabeth would have influenced a nation as First Lady.

Editor Merington's long friendship with Elizabeth, which made accessible the Custers' personal files, made it possible for her to create in "The Custer Story" an important addition to genuine Americana. Not only does the book establish Custer as a great American, and Elizabeth as a woman worthy of him, but also it gives scores of intimate insights into the times in which they lived. Illustrations and maps augment the text.



Spring means that rhododendrons soon will bloom in the mountains at her home, so Mrs. Queenie Stein, 505 Cedar Ave., who came here recently from Pennsylvania, painted this picture of her favorite flowers. Rhododendron shades from violet to purple, she explains, or pink to deep rose. This painting is of the pink and rose variety.

'Feast' Just That for Most Readers

By Vera Williams

THE FEAST, by Margaret Kennedy. 310 pp. New York: Rinehart & Co. \$3.

MARGARET KENNEDY, whose "The Constant Nymph" was a sensation of the 1920s, now has written "The Feast," which promises to be a sensation of the 1950s. It is the April selection of the Literary Guild.

Taking a leaf from Thornton Wilder's "The Bridge of San Luis Rey," Miss Kennedy



puts assorted people—good, bad, good-bad and bad-good—into a seaside hotel on an English coast under a towering cliff. Among the people are seven who epitomize the seven deadly sins: Pride, envy, sloth, wrath, lechery, gluttony.

In four suspense-packed days, Miss Kennedy sketches their lives and the reasons why some of them are in the hotel the night the cliff falls, hurling the hotel and Pendzack cove into oblivion.

The reader knows from the start that the cliff falls, that some of the guests are buried under it. The suspense comes in who escapes and why.

Only a very skillful novelist would think of the devices used: Having Mr. Siddal, the owner of the hotel (run by his wife) so foolish that he does not even read a letter warning him of the likelihood of disaster. And having the ones who escape do it by going to a feast planned by the imaginative, love-starved Cove children, giving their first party. Hotel guests are willing to give money and sweet rations for the party, but what is a party without guests? They find, somewhat to their horror, that they must dress in fancy costume, march in a procession behind Fred, the waiter, with his accordion, to the top of the cliff and eat lobster salad at midnight. Some flatly refuse, others plan to slip away. One goes to the party on an errand at the 11th hour. Cats, dogs, mice, snakes and rabbits cross their path, fleeing at top speed for the uplands, too. But no one realizes the significance of that.

and "Equality."

Spectrum's Show Due

HOME from their annual desert rendezvous near Palm Village, members of the Spectrum Club are finishing paintings for the club's spring show April 22 at 223 E. Third St. A feature of their weekend rendezvous was a painting demonstration by Paul Lauritz, widely known Los Angeles artist and honorary member of the Spectrum Club. Lauritz presented the painting to Randall Henderson, editor of Desert Magazine, and the Spectrum Club supplied the frame. (Henderson owns the property where the rendezvous took place.) The framed picture will hang in the office of Desert Magazine.



BAND TROMBONIST GETS NEW CONN. Joe Kearns, right, trombone soloist with the Long Beach Municipal Band, is shown with Dave Hargrave, Humphreys Music Co. "This Conn 6H is the freest blowing horn I have ever played," said Kearns. "Its big, round tone has made it the favorite with more dance and symphony men than any other." You can hear Mr. Kearns play this wonderful new instrument at all Municipal Band concerts. Or better yet, come to Humphreys Music Co., 130 Pine Avenue, and try it yourself!

Unusual Books

CALIFORNIANA fans will find absorbing reading in "Rocket of the Comstock," (The Caxton Printers, \$5) Ethel Mather's new biography of John William Mackay. For, although Mackay gained vast wealth in the mines of Virginia City, his life left its impact on Northern California, particularly San Francisco. Mrs. Mather, who lives in Fresno, tells how Mackay obtained his wealth, and his skirmishes with other great capitalists of his day, not overlooking seldom-published sidelights of the times in which he lived. A book made genuine by tireless research and skillful writing.

GRAZIELLE SERRANO is a dreamer with a driving ambition. Before she is out of her teens she is a great movie star—with the influence of middle-aged Jason Carter, whom she has married when only 14. There are other men in her life, too. One is physically unsuitable for her love; another, a prince, is claimed by war. When her studio objects to notoriety she is receiving, she broodingly sets about to work out her mounting problems. Grazielle's career, the high light of "A Star's Progress," by Katherine Everard (E. P. Dutton & Co., \$2.75) is one that could be paralleled by real-life screen idols. Definitely adult reading.

FOR THOSE who like short fiction, one of the big treats of the spring season is "The Saturday Evening Post Stories, 1949" (Random House, \$2.75). There are 20 stories in this collection, considered outstanding among the more than 200 which SatEvePost published last year. Variety is assured by the writers—they include William Saroyan, Gerald Kersh, John Durant, Steve McNell and Eddie Orcutt, to name a few.

ONE of the most vicious rackets to grow out of World War II was that of falsifying Servicemen's Dependents Allowance claims through illegal marriages and the appropriation of government checks intended for others. "Wives and War," by Jacob Fisher (Exposition Press, \$3) is a startling revelation of actual cases brought to the attention of the Office of Dependency Benefits. The author, an Army investigator, writes in narrative style that carries a dramatic and dynamic quality.

Papa Will Eat It Up Will Films Grab This?

By Jane Epley

FOR PARTLY PROUD PARENTS, by Richard Armour. 82 pp. New York: Harper & Brothers. \$1.

THE Claremont, California, master of facetiae in measure and rhyme needs no introduction, but still another master of the comic lyric, Phyllis McGinley, presents Dr. Armour as a parent who is proud in part, and Leo Herschfield spices this tidy little volume with cartoons of juveniles in action. The frustrated male parent who has a dollar left at month's end will be comforted mightily by parting with it for this book of verse. It is small enough to be concealed on his person and read in secret.

Dr. Armour faces children with the fascinated horror of the intellectual who simply can't account for them, but he qualifies the inner revolt against any human specimen under five feet in height by a wry acceptance of the facts of life. And it's verse like this that accounts for the hands of the poet-parent being empty of weapons:

"What an awful beating kids Would get (the thought kills), If you could whale the neighbor's brats And they could punish yours!" —G. L.

CLOOK OF LAUGHTER, by May Mellinger. 120 pp. New York: G. P. Putnam's Sons. \$2.75.

HERE'S a book that would make a humdinger of a movie. From the very first page an aura of impending doom hovers over every paragraph. A tricky cameraman or a knowledgeable director could keep up the suspense even better than the author, and the climax—set in a rowboat that is lost in the fog of San Francisco Bay—would be a pushover for the cinema.

The story of Terry Lancaster's search for the unknown man he has vowed to kill is told in the first person, a device that somehow makes the march toward doom more inevitable. Terry is obsessed with the idea that he is "out-side the fold," a sort of human black sheep marked off from the "laughing people" who know security and sunshine.

His good friend, Lance, and the two sisters, Diana and Tessie, are "laughing people," and, while he knows he should not allow it, he is gradually drawn inside the fold of love. Then he finds his man and is blinded by the hate he has nurtured for years. Cleverly he maneuvers his unsuspecting victim into a fishing trip as the fog rolls into San Francisco Bay. The predetermined landmarks, the locations of the droning foghorns are obscured. Alone in the rowboat with his victim, he gradually comes to an understanding of the man, of his friends, and of himself.

And, like many a movie, the book ends with humor and the clearing of the fog that has shrouded his mind.

Pook Help to Tourist

HILLSWAY: The Best Places to Eat and Stay in the U. S. A., by Richard Hill. 120 pp. Long Beach: Hillway Co. \$1.

OLLAND L. (I Recommend) HILL has come up with another novel idea in small book form which should be a boon to travelers and vacationers from Long Beach to Van Buren, Me. In this, his eighth book, the Long Beach and Minneapolis author has recommended not only restaurants in all cities of the 48 states and District of Columbia that would delight the most particular gourmet, but also the better hotels and motels along the way. Road maps of each state with principal towns and highways are tossed in for good measure.

For Tiny Tots

FUN FOR TINY TOTS, by Marion Johnson. 92 pp. New York: Hart Pub. Co. \$1.25.

Here is a bonanza of entertainment for boys and girls below school age—picture games, poems to memorize, little songs to act out. The scores of attractive illustrations are by Cele Ticktin.

How to Write

Manuel Komroff, author of 12 novels and more than 130 short stories, has contracted with Simon and Schuster for fall publication of "How to Write a Novel," a guide for aspiring writers of full-length fiction.

Book on Divorce

Alfred A. Knopf has signed a contract for early 1951 publication of "Divorce," a study by Professor William J. Goode of Wayne University, whose findings are the basis of five articles by David G. Wittels which ran recently in the Saturday Evening Post. The book will give the results and interpretations of more than 800 interviews with divorced people, making Professor Goode a kind of "Kinsey of divorce."

Awards Shown

Hallmark international award winners will be exhibited in the Los Angeles County Museum for five weeks beginning April 13. The night of April 13 will feature the formal opening. Several Los Angeles artists will be represented.

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The Week's Crime

COMPLIMENTS OF A FRIEND, by Frederic Brown. 256 pp. New York: E. P. Dutton & Co., Inc. \$3.50.

THE Ambrose Collector collected Uncle Ambrose—there wasn't much doubt about that. It sounds silly, like something out of Alice in Wonderland, but sinister, and baffling. Funny thing is, Uncle Am is an op for a private detective agency and is supposed to

Cultural Arts Center Group Incorporates

CULTURAL ARTS CENTER ASSOCIATION, which has for its purpose erection of a cultural arts center on the bluff opposite Bixby Park, now is incorporated.

Organized informally May 18, 1948 when Mrs. Dean E. Godwin, 3100 E. First St., presented the project to the Presidents' Club, the association adopted constitution and by-laws April 29, 1949. It was incorporated last week.

Mrs. Godwin is president; William Barnes, president of the Art Association, vice president; Mrs. O. F. Lindenberger, secretary. A treasurer will be chosen at the next board meeting. Other directors are Mrs. Theodora Brewitt, city librarian; Mrs. Josephine E. Hyde, art director of the Recreation Commission; Douglas A. Newcomb, superintendent city schools; Miss Shirley Poore.

The Municipal Arts Committee and a festival committee from the Cultural Arts Center Association head plans for the 1950 Art Festival, in which local artists will exhibit their work, May 20 and 21 at Bixby Park.

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In Art Circles Institute Faculty Exhibits

Oil paintings and water colors by members of the fine arts faculty of the Chouinard Art Institute, Los Angeles, are displayed this month in the newly decorated galleries of the Long Beach Art Association in the Jergins Arcade. The pictures were hung by Mrs. Sumi Swanson and Keith Hunter, members of the Art Association exhibitions committee.

Exhibiting artists are Watson Cross Jr., former Long Beach resident; Loren Barton, Rexford E. Brandt, Tom Craig, Richard Haines, Mentor Huebner, Edmon Kohn, Ben Messick, Dale Owen, Dan Lutz and Ted Gillen. All rank among California's outstanding artists and have exhibited widely.

Cross, who teaches life drawing and anatomy at Chouinard, has exhibited at the New York Museum and several California museums including Riverside Museum, San Francisco Museum and Santa Barbara Museum. He is a member of the American Water Color Society and is secretary of the California Water Color Society.

Loren Barton and Ben Messick have taught classes here. Loren Barton, water colorist, is permanently represented in the Metropolitan Museum, Brooklyn Museum, National Library of France and Chicago Art Institute. She holds the Joan of Arc Medal and the Zabriskie prize. Messick, a widely known lithographer, has exhibited in many one-man shows including the Smithsonian Institution, San Francisco Museum and Springfield Galleries. He has murals in Frank Wiggins Trade School, Hall of Records and State Building.

April was chosen for the Chouinard exhibition because of the interest in the annual Art Association awards to outstanding young artists in the city schools. Top winner receives a scholarship to Chouinard Art Institute.

TWO new exhibitions have just been hung by Mrs. Josephine E. Hyde, art director of the Recreation Commission.

Oils by Ruth Peabody, artist and sculptor of Laguna Beach, and Jessie Ray DeWitt, artist of Oceanside, are displayed in Recreation Park Clubhouse. The paintings recently were in the Los Angeles Ebell Clubhouse. Both artists are members of the Women Painters of the West.

Water colors by Art Landy of Bellflower are hanging in the Alamitos branch library, 1836 E. Third St. Landy is background artist in the Walt Disney studio.

Paintings by Margaret Dobson of Los Angeles, which have been in Alamitos branch library, have been moved to Houghton Park Clubhouse.

Long Beach Best Sellers

- FICTION
1. ONE ON THE HOUSE, by LAM- well.
2. EACH BRIGHT RIVER, by Mc- Nelly.
3. THE CARDINAL, by Robinson.
4. WAIT FOR TOMORROW, by Wil- der.
NONFICTION
1. WORDS IN COLLISION, by Vel- kevisky.
2. GRAND TIME LIVING, by Sh- ild.
3. THE GREATEST STORY EVER TOLD, by Gurnea.
4. THE ART OF REAL HAPPINESS, by Peab.
5. THE PEABODY SISTERS OF SALEM, by Tharp.

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THE plants in or around a pool are as important as the pool itself, and choosing and maintaining these plants can be a fascinating hobby.

Remember that the region outside the artificial pool is usually as dry as the rest of the garden, but certain water-thirsty plants are sometimes more effective than those that would be at home in the desert.

The umbrella plant is one such subject. It makes a good background plant, or it may be set directly into the water in or out of pots.

Another fine background plant so popular near pools is the pampas grass. Although quite drought resistant, the waving plumes make effective shadow effects in the water. Water level in pools should be kept as high as possible to make all shadows more marked.

The leaves are sharp on the pampas grass, so instruct children not to play with them.

Other grasses such as bamboo, fountain grass and New Zealand flax may be used, especially if the pool is large and irregular.

The giant leaves of the caladium, or elephant's ear, are highly decorative planted near the edge of the pool. Use cannas in conjunction with them if you like. Both need lots of water.

PLANTS with branches that are graceful are always welcome subjects near pools. If space permits, the lovely weeping willow is good, or the white birch. Flowering quince is graceful in shape and makes attractive shadows. The semiweeping Scarlet Bottle Bush is a great favorite, for the pendulous branches move with an airy featheriness in the breeze. The cascading scarlet flowers add tremendously to its beauty.

Any preferred small flowering tree may be used, such as Japanese cherry, Chinese crabapple and tree-shaped oleander.

Of course there should be low growing plants, too. Pools need the protection from wind that higher shrubs or trees can give, but they also need sunshine, especially if water lilies are to be used. So use some water-edging plants.

Daylilies are good for large pools. Martha Washington geraniums, petunias, bulbs of all kinds, primroses, coral bells, dwarf shrubs of many kinds are acceptable.

WATER plants scattered over the surface of the pool are beautiful. There are tropical and hardy water lilies

of many colors; lovely water hyacinth, water poppies, water lettuce, water snowflake, lotus and a few others.

Do not forget the value of potted plants, especially if the pool is surrounded with much brick or flagstone. Potted Meyer lemons, geraniums, petunias, bulbs, ferns, marguerites, oleander, and most any small plant that can grow in a pot will be decorative.

If your pool has water falling over stones, use moss or other small water-loving plants.



Waving pampas grass plumes cast interesting reflections in a pool, make good background for large pool.



Tropical water lilies grow beautifully in a sunlit pool. Water hyacinth may be seen at the left, above. In inset is a closeup photograph of a water lily.



Giant leaves of caladium or elephant ears make good plants to be grown near pools. Cannas may be used with them to add touches of color to backgrounds.

Transplanting Requires Care

By A. C. MacLeod

WHEN your seedling plants are moved to the open garden, follow a careful routine to reduce the shock. The soil should be fertilized in advance, then spaded and raked just before transplanting. It should be moist though not wet at transplanting time.

Water the plants in the flat the day before they are to be moved.

Plants grown indoors should be gradually "hardened off" by placing the flat out of doors, at first in daylight only, then day and night. Short, stocky plants will stand the shock of transplanting much better than tall, leggy ones.

To remove the plants from the flat use a knife or putty knife, cutting a square of soil around each plant. Lift out the square and place it in the hole you have made to receive it keeping as much of the soil around the roots as possible.

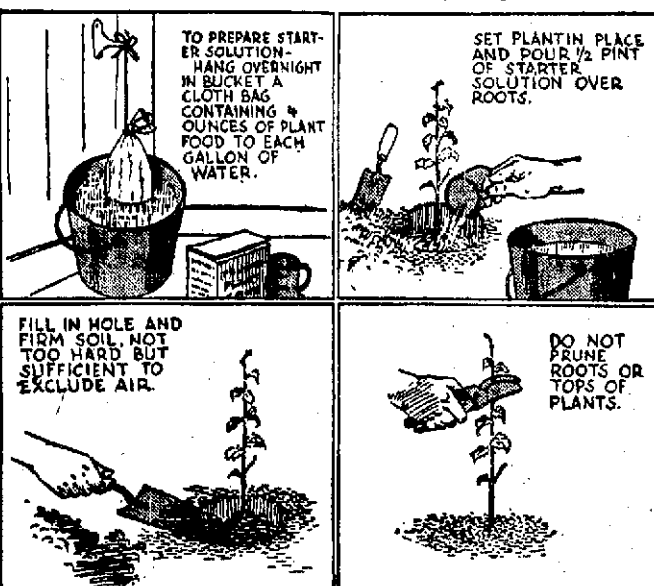
It is essential to firm the

soil well around the roots to prevent air pockets from forming and to stimulate the rise of moisture by capillary action. A cupful of water is usually sufficient to pour around the plant at this time.

After the entire bed has been planted, the surface of the soil can be lightly scratched with the cultivator to loosen the crust and prevent too rapid evaporation. Then spread a layer of peat moss or grass clippings not more than half an inch thick.

Lightly sprinkling the surface of the soil after transplanting is never advisable. Shade your plants for a few

days after setting them out to avoid wilting in the heat of the sun.



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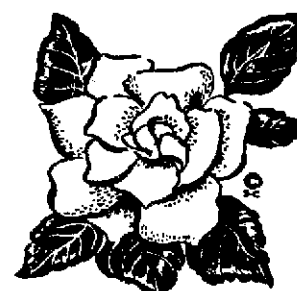
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Grow Onions from Sets

By Bob Gilmore

YOU can cut the high cost of living—it's higher than you think—by growing onions at home. You don't need a large acreage, expensive equipment or a lot of know-how. As a matter of fact, onion sets seem to thrive by themselves. While onions may be grown from either seed or sets, the latter method is preferable for the home gardener. It saves time and assures greater success.

Onion sets cost more than seed, but the price is still very nominal. Just be careful about selecting your planting stock. The sets are sold by the pound and their size varies considerably. The wise gardener buys the smaller sets. That's because there are more of them to a pound; and since each set produces only one onion, you can see why small sets are the best buy.

Brown and white sets are usually available, but during recent years fewer and fewer of the white ones have been offered. That is due to the fact that white sets are poor keepers. The same holds true for the mature onion as well as the sets. While sold only by color, the brown sets are usually brown Australian onions and the white sets are white Portugals.

Growing onions from sets is an easy gardening procedure.

It is practically impossible to fall. The sets should be planted about three inches apart and barely covered with soil. At the most, do not place more than one-half inch of soil over them. Growing onions on raised beds and in double rows is the method followed by the large-scale commercial growers. It is also good technique for you.

Raised beds can be erected by constructing irrigation ditches from 24 to 30 inches apart, center to center, and parallel with each other. The space between the rows becomes a raised bed. Plant the sets on the shoulder of the furrows, about one inch or so back from the edge. Since the furrows are relatively narrow, the onions look as if they were

planted in double rows. Do not plant sets that are soggy or damp. Chances are they will rot before sprouting.

ONION sets are not over-sensitive to soil conditions, although they prefer a light, rich and well-drained location. Heavy soils prevent or hinder adequate expansion and bulbs raised in this manner may be badly misshapen. A light or sandy soil gives easily and produces the best shaped bulbs.

Constant moisture is essential. This holds true whether the onions are grown from seed or from sets. If water is withheld at any stage, the onions may suffer a setback. The resulting crop may prove tough and unpalatable.

If manure is added to the soil prior to planting time,

make sure it is thoroughly rotted. Any barnyard manure that is on the hot side will burn tender plant tissues. The average type of well balanced commercial plant food should suffice. It can be applied either before planting time or during the growing season, or both if a bumper crop is desired.

Amateur growers often worry about just what is an onion set. But there's no mystery. Onion sets are produced when seeds are sown very thickly. The plants that grow from this seed are often neglected and are not allowed to mature. They are dug and cured when they attain the proper size of an onion set. They are then cured, a process that removes much of their moisture. The sets are then sold by nurseries or garden supply stores and, when replanted, the sets continue on their life cycle. They may be eaten as green onions . . . which is what happens to most of them . . . or allowed to grow on as a bulbous onion.



A concrete-and-wire flower basket, like one above, made by C. A. Christensen, is attractive garden aid.



A weather vane not only indicates wind direction, but here is silhouette of home owner's prize horse.



House numbers can take on personality, as does this decorative accessory seen at Herbert Kampe home.

Garden Accessories

By Karen Smith

LONG BEACH and nearby communities have many ingenious homeowners, gardeners, architects and hobbyists who have worked out or bought some interesting garden accessories. Some objects are practical, others whimsical, still others, just plain interesting.

You will be spending a lot of time outside during the warmer weather, so perhaps you can add a colorful accent to your garden. Do not have

too many, for remember that one or two items will be effective, while too many will clutter up the place.

Choose your objects with a bit of care, especially if you have a certain type of home. You'd not want a colonial statue, for instance, by a rambling ranch-style home.

The pictures presented here can give you some ideas of what other folks have done. See the captions under the pictures for description. Then get



Color and humor are added to home approach with a decorative hitching post. It identifies a home, too.



Street mailboxes needn't be just drab metal, they can match the home they serve, assume personality.

Gardening Tips

GARDEN tips for the week. . . Snails are now on the prowl—even if you don't see them. Broadcast snail bait in pelleted form. It is clean, easy to use and economical. Make sure that the bait is distributed

in every part of your garden. It contains a lure that attracts the snails. You are assured of an excellent catch.

Potted plants are easily watered by setting the pots in a container that holds water. The moisture moves through the pots which are porous and up through the soil by capillary action.

SNAROL KILLS SNAILS!
SLUGS & CUTWORMS!

Dahlias can be started now, both from tubers as well as plants grown from cuttings. The dwarf double varieties will prove excellent for cutting. Set the stake in place at planting time. Staking the plants after growth has been produced may harm the roots.

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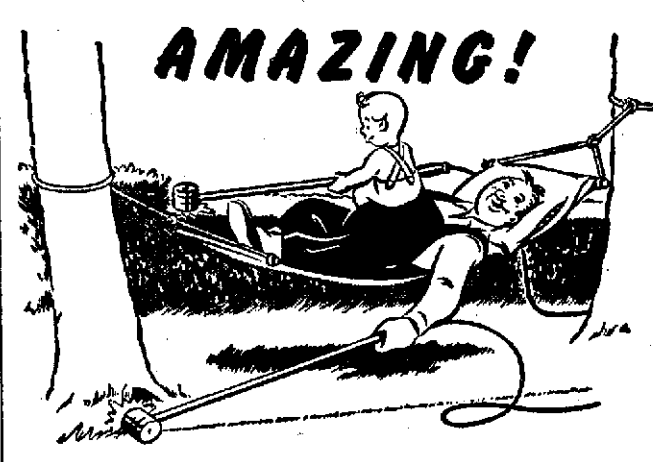
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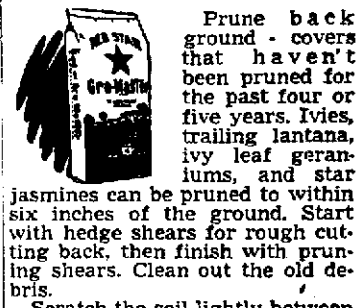
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Spring Tonic for Ground Covers

By J. J. Littlefield



Prune back ground covers that haven't been pruned for the past four or five years. Ives, trailing lantana, ivy leaf geraniums, and star jasmynes can be pruned to within six inches of the ground. Start with hedge shears for rough cutting back, then finish with pruning shears. Clean out the old debris.

Scratch the soil lightly between the plants after pruning, then apply forty pounds of Red Star GRO-MASTER, Southland's finest plant food, to each thousand square feet area of ground cover. Water in well and keep moist until new growth sprouts.

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Step-Saving Storage

By Althea Flint

ANY HOUSEWIFE will agree that a home with plenty of well-planned storage space is about 10 times easier to keep up than one which lacks sufficient drawer, cupboard and closet space. Even a small house is large enough if there is a place to put everything that needs to be put away. The storage units pictured on this page are designed to get the most possi-

ble service from the space used.

A series of drawers built inside a wardrobe is a modern trend which saves space and adds to the convenience of the wardrobe. Because a sliding door or regular closet door closes over the drawers to shut them off from view, a notch

is cut in the drawer front to take the place of a knob. Shelves are built in the space above the shelves.

When the space above and below wardrobes is put to use in cabinets and drawers, suitcases and other little used things can be put away easily. The little boy's wardrobe

shown here is built on one wall and designed to be just as convenient for him when he gets to be six feet tall as it is now as his present height. This room belongs to Paul McKenzie, son of Mr. and Mrs. Paul F. McKenzie Jr., 5251 Los Flores St.

Paul's mother uses the cabinets built above the wardrobe but someday Paul will be old enough to find them handy. Shelves above the drawers are

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119³⁵

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Young Paul McKenzie's wardrobe is just right for him now and may be converted to match his adult height.



A wall of built-ins adds convenience to Walter Meng's bedroom. The top cabinets hold items not often used.

Ideal for storing an Indian headdress and other hats. The clothes rod is set low now so that he can hang up his own clothes; later it can be placed higher. Above the clothes rod is a shelf. Every inch of space is put to use.

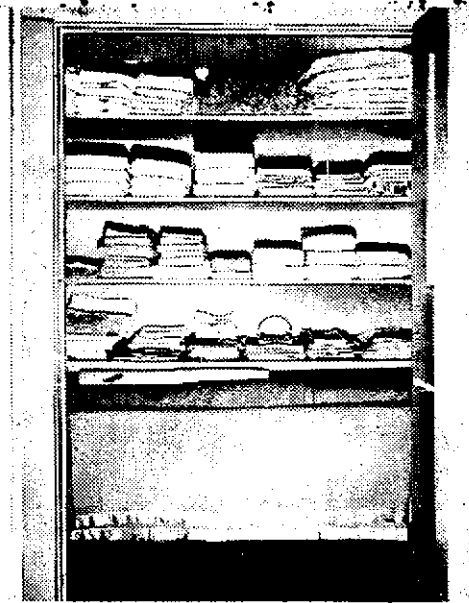
IN THE Rex Welch home at 5380 E. El Prado Ave., drawers and closets are built into a dressing room. Wide drawers hold such things as Welch's shirts. They create a shelf below a mirrored wall for hair brush, shaving lotion and such. Closets on either side feature full length mirrored doors. Instead of using knob pulls for doors and drawers, notches are cut so they may be opened easily. When doors don't have to be opened with knobs they aren't so apt to be smeared with finger prints.

The dressing room in the Welch home is built between the master bedroom and bath. The wide drawers are of varying depths for extra convenience. Their interiors are painted to contrast with the outside and the walls.

A wall of built-ins in Mr. and Mrs. Walter Meng's home at Hackamore Rd. in Rolling Hills is an enviable feature of the master bedroom. Meng has the first wardrobe for his suits and shirts. He keeps his shoes on the bottom of the wardrobe where they are easy to reach. Tray drawers below a shelf for hats are reserved



Built-in drawers help Rex Welch's with storage. Mirrored doors flank drawers.



Clifford Woolard's have ample storage here. The rods are used for bedding.

for Mrs. Meng. Doors which open outward are better here than sliding doors because the room is spacious. Sliding doors are less in the way in a small room but they can be inconvenient because what is wanted is usually behind the door. Cabinets above are used for things such as suitcases which stay stored longer.

THE LINEN closet in Mr. and Mrs. Clifford Woolard's home at 10 La Linda Dr.

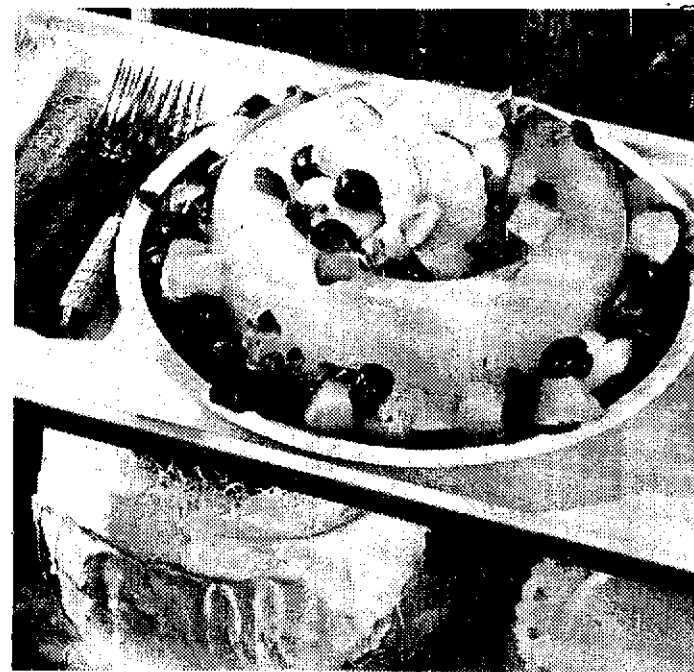
has many good features. When its doors are open the entire closet is revealed so there is no hunting in different drawers when you want some long-pur-away item. Shelves are wide but just deep enough for one stack of linen so everything is up front where Mrs. Woolard can easily find it.

Round rods at the bottom

are the ideal for storing blankets which are folded over the rods and are easy to get at or easy to put away. Doors to the closet are louvered for good ventilation and attractively designed; they look well when seen from the dining room. This closet is built in the hall just outside the dining room.

Salads for Spring

(Continued From Page 4.)



Molded Grapefruit Salad on the top deck and a frosted cake below—those load a tea cart well for card club.

squares and serve on crisp lettuce.

Hot Green Bean Salad

4 slices bacon
½ cup vinegar
Salt, pepper
3 cups cooked green snap beans

Saute the bacon in a skillet. Remove bacon and mince it. Add vinegar and seasonings to the drippings. Then add bacon and beans, and heat. Serve hot.

Calavo Crab Half Shell

2 Calavo avocados
Lemon juice
Salt

1 medium-sized tomato
¾ cup flaked canned or cooked crab meat

¼ cup finely cut celery

2 tablespoons mayonnaise

Lettuce

French dressing

Cut Calavo into halves, lengthwise, remove seeds and sprinkle cut portions of fruit with lemon juice and salt. Peel and cube tomato. Combine crab, celery, tomato, mayonnaise and salt to taste. Mix lightly and place in Calavo half shells. Arrange on lettuce-garnished salad plates and serve with French dressing. Serves four.

Lettuce Salad Dressings

Lettuce, when it's crisp and cold, is a salad ready made. Then you can experiment with dressings. French or Russian dressing, mayonnaise or boiled—they're all good. And here

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FAMOUS CHEWING-GUM LAXATIVE

are some variations:

Roquefort Cheese Dressing: Into a ½ cup of French dressing, crumble 2 tablespoons of Roquefort cheese.

Chiffonade Dressing: To ¼ cup French dressing, add 2 chopped hard-cooked eggs, 2 tablespoons chopped pepper, 2 tablespoons chopped parsley, 2 teaspoons chopped chives and 1 teaspoon chopped onion.

Thousand Island Dressing: To 1 cup mayonnaise, add 2 tablespoons chili sauce, 2 tablespoons minced stuffed olives, 1 tablespoon chopped peppers, 1 tablespoon minced onion or chives, ¼ cup heavy cream.

Thousand Island Dressing

1 cup mayonnaise
4 tablespoons chili sauce
1 tablespoon chives
3 tablespoons catsup
1 tablespoon chopped green peppers
3 tablespoons chopped red peppers
1 teaspoon paprika
1 teaspoon tarragon vinegar

Add chili sauce, chives, catsup, peppers and vinegar to mayonnaise. Yield: Two cups.

Answers

(Answers to Long Beach quiz on Page 2.)

1—Cabrillo; 2—Manuel Nieto; 3—Abel Stearns; 4—"Little Cottonwoods"; 5—Los Cerritos; 6—"Little Hills"; 7—Willmore; 8—Willmore Hotel; 9—1888; 10—Discovery of oil; 11—Signal Hill; 12—Olympic boat races; 13—Earthquake; 14—Outdoor; 15—Herbert Clark; 16—Lincoln; 17—Houghton; 18—Alamitos Library Association; 20—University by the Sea.

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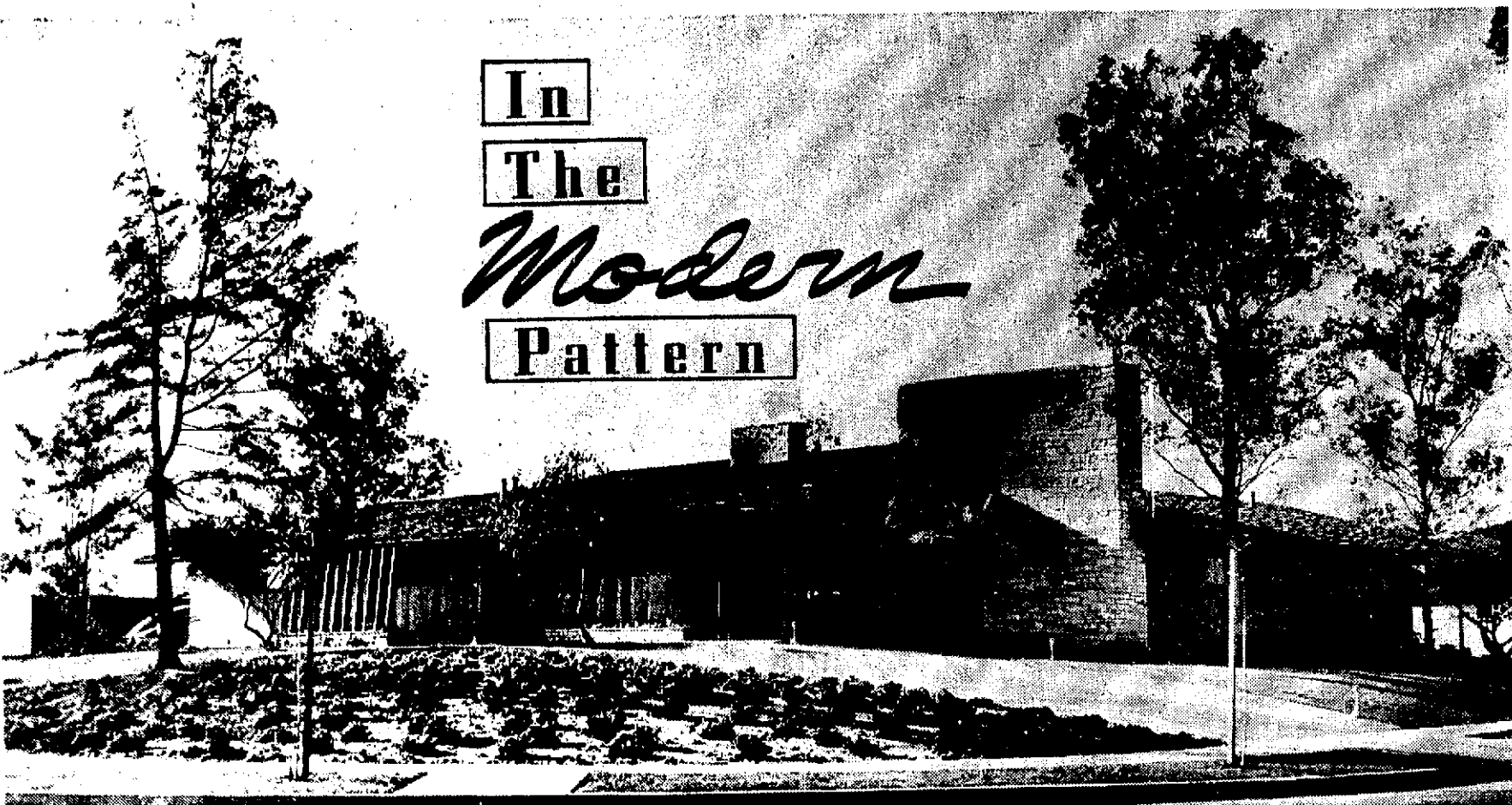
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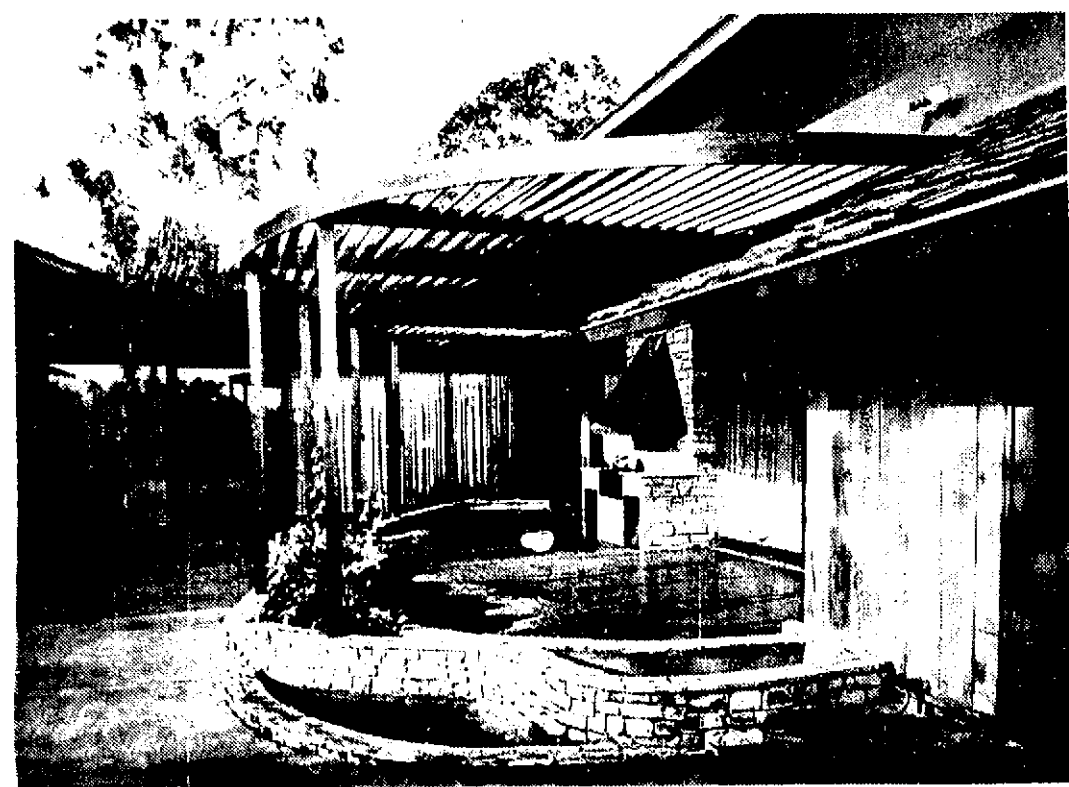
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In The Modern Pattern



Situated beside a curving driveway on a corner lot is the richly modern residence of Mr. and Mrs. Rex Welch. Centered in the "U" design of this fine home is a patio hemmed in by glass, which permits the pattern of foliage seem to be one with the inside. The floor plan is at right.



The Welch's patio is bounded on three sides by glass walls, making indoors and outdoors one. A barbecue is installed. Overhead louvers are adjustable.



—Photos by Jasper Nutter.

The kitchen of the Welch home is long and narrow. However, careful planning achieves saving of steps. Dishes are stored in cabinets near dining section.

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By Dorothy Killam

BY INDUCTING a pattern of foliage from outside through sliding walls of glass on three sides of a patio, the Rex Welch home, 5380 El Prado Ave., gains an indoor touch of the outdoors to point up its rich design.

The home is designed in a U-shape on a corner lot. The exterior finish is of pickled redwood and the roof is of shake type, fitting it well into its setting of eucalyptus trees. A curved drive leads gracefully around in front of the entranceway.

Architect George M. Montierth planned this house to provide lots of comfortable living both indoors and out. In many cases it is hard to tell where the indoors stops and the outdoors begins unless the gold draperies, which hang at the glass walls, happen to be drawn. Planting is set in the floor of the entrance hall and continues in the same island design on the other side of the glass as though there was no partition between.

Some of the rooms are designed to fill several purposes. For instance, there is no formal dining room but, instead, the television room is designed to accommodate dining as well as chatting and television viewing. The dining table is a versatile piece of furniture which can be folded up to the size of an end table. Chairs can be used either for dining or for watching television.

FOUR-YEAR-OLD Susan and 8-year-old Jane, the Welch's daughters, and their friends like to lie on the floor and watch television, so their father designed a pair of couches covered in red corduroy which unfold like an accordion to make the girls more comfortable. The kitchen can be reached from either the dining side or the television area, and the wall of glass slides open to

make easy passage between indoors and outdoors.

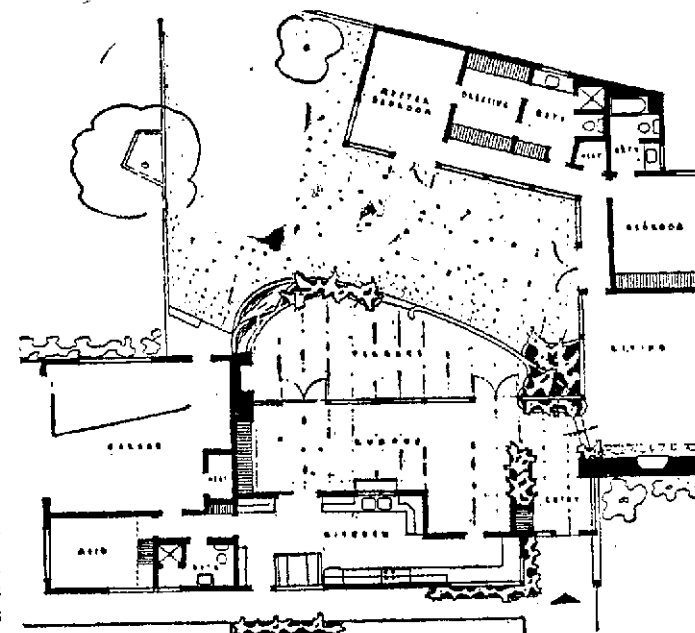
Although the kitchen extends over a long area, appliances and the sink are arranged within a few steps of one another. There is plenty of cabinet space, so Mrs. Welch has been able to arrange things where they are handiest. Dishes are stored in the passageway leading to the dining area. At the opposite end of the room is a dinette with leatherette bench and oval table. An ironer fits under the desk opposite.

Texture interest in the living room is carried out in stone, copper, lacquer, leather and pewter. The fireplace is set in a wall of stone and framed in copper. Plantings at either side of this wall add to its beauty. A leather, island-shaped hassock of pigskin can be pulled up for enjoying the fire.

A panel of books behind the couch covered in gold metallic cloth give the room warmth and personality. This wall and the ceiling are of redwood. Shades of red and orange are carried out in books and lamps. Carpeting is aqua and draperies at the wall of glass and on the long slit of window are gold. Coffee table and side tables have a dark, almost black, finish that adds to the Chinese modern effect.

THE girls' bedroom is exactly what most young girls dream about. Dainty cotton crisp fabrics and a peach and turquoise color scheme are carried out in French provincial motifs. A pattern of ponies decorates the fabric used for bedspreads with their ruffled trim. A built-in corner cabinet is especially made to form headboards for both of the beds, which are placed at right angles to one another. The curved headboards are quilted with the same fabric used for the spreads. This fabric is repeated again in valances for the high-up corner windows,

Warmth and personality are achieved in the living room by means of books and objets d'art which decorate the wall behind a custom-made, gold-fabric couch.



GEORGE A. MONTIERTH - ARCHITECT

which are hung with white ruffled curtains.

Susan and Jane have their own bath, with pink formica used around the sink and blue walls. So even the bath is obviously the girls' own.

When curtains are drawn in the master bedroom, the morning sun can shine in. These draperies are gold, like those used all around the patio. A brown corduroy spread keeps the bed looking neat and a bolster of plywood covered in matching fabric holds the pillows during the day and always looks trim. Although this bed is made up to look like a double bed, there are really twin beds under the spread. These beds pull apart for easy making. The shelf headboard has hinged shelves which pull out to hold ash trays within easy reach of the bed.

A CHARTREUSE chair, which is easy to relax on is the only other piece of furniture besides the bed. Wardrobes and drawers are built into the dressing room, there are even special drawers for Welch's shirts. Mrs. Welch's dressing table mirror is surrounded by light bulbs and the top of the dressing table is mirrored. The inside of drawers and wardrobes have been painted Chinese lacquer red in contrast to the lime green walls.

In the bathroom a special rack has been made for hanging Mrs. Welch's stockings to dry; it slips back in the wall out of sight. A magazine rack is also provided here.

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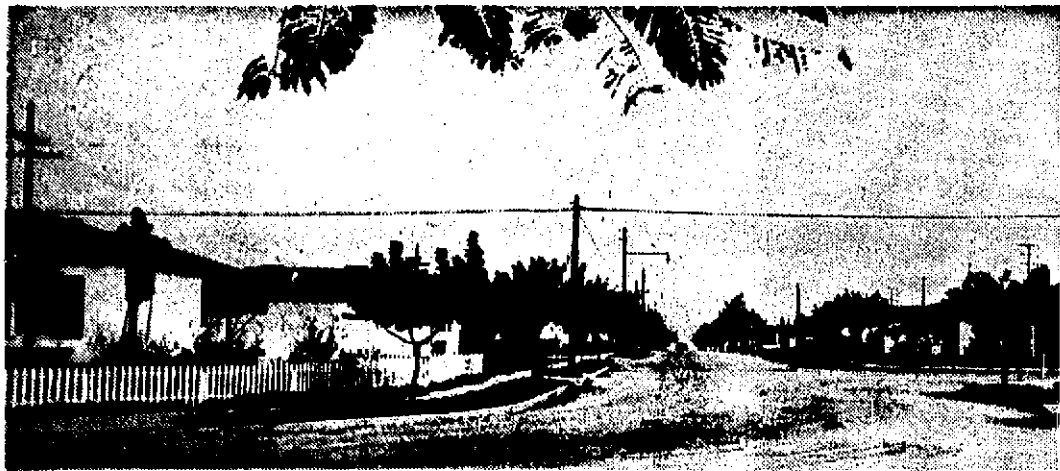
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Suburban charm of Bixby Crest is exemplified by this view of one of its streets, banked with parkway trees. The homes are six years old and freshly redecorated. Priced from \$8150, the three-bedroom homes are selling rapidly. About 100 remain available. The property is at Orange Ave. and Carson St.

Past Week Yields 40 Sales

FORTY more homes were sold for a total of nearly \$350,000 last week to bring aggregate sales past the \$2,500,000 mark in Bixby Crest. It was announced today by Glenn Tolan, sales manager for Alliance Realty, Inc., exclusive agent.

The Bixby Crest residential community comprises a group of 374 six-year-old, redecorated homes focusing at Orange Ave. and Carson St., in one of Long Beach's most attractive neighborhoods.

Still available, after the heavy sales activity of the past week, are more than 100 three-

bedroom homes, priced from \$8150. Veterans may buy without any down payment other than low escrow and impound costs, and monthly payments start as low as \$51, including everything.

Built in many different styles, the homes are typified by a model home, furnished by the Aaron Schultz furniture organization, and open to the public until 8 p. m. daily and Sunday. The model home is at 4321 Maury Ave., a block east of Orange Ave. and just north of Carson St.

A large number of the homes were sold to tenants and their friends, who were given first opportunity to buy the houses. Since being placed on the open market, the response has been spectacular, according to Tolan, who pointed out that Bixby Crest is perhaps the only metropolitan area in Southern California offering three-bedroom homes as low as \$8150.

Strongest inducement for the buyers, said Tolan, has been

the fact that Bixby Crest is an established community with all "pioneering" an accomplished fact.

"Wise buyers," he added, "are paying close attention now to permanent property values, not only what they are today, but what they will be next year and the year after that."

52 Homes Started

WORK has begun on 52 patio-type homes in Los Altos Manor near Bellflower Blvd. and Stearns St., it was announced last week by the L. S. Whaley Co., developers.

Austin D. Sturtevant, well known builder of this area, is constructing the houses, the announcement stated.

A \$384,000 market will be under way within 30 days as initial building in the \$6,000,000 business development for Los Altos Manor and Los Altos Terrace.

Sales in Los Altos Manor exceeding \$450,000 in the first quarter of this year, Joe Furr, sales director, disclosed yesterday.

New Lakewood Thronged

Record Set by Opening

By Lois Guernsey

SUNDAY at Lakewood Blvd. and South St. was, like opening day at the county fair. Streams of cars flowed in and out of parking lots all day long and for hours after dark. Perspiring deputy sheriffs and private patrolmen kept traffic on the move. Crowds milled in the streets and moved in long lines through the exhibit areas.

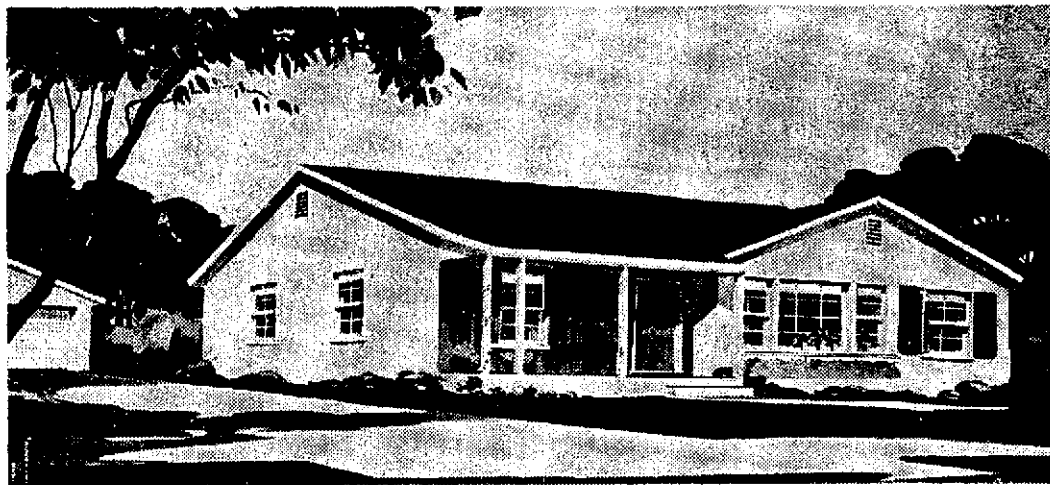
But this was more than a county fair, although seven shining new homes comprised the sole display. It was the formal introduction of Lakewood, the largest one-company residential subdivision in the nation's history.

Apparently it drew history's largest opening-day crowd, too, for estimates by several experienced crowd handlers agreed that it far exceeded the previous high figure of 15,000 actually counted at a Los Angeles subdivision curtain-raiser where these observers also functioned. Their appraisals Sunday ranged from 20,000 to 25,000.

Expansion of the parking area to 15 acres, addition of more traffic directors and a revised traffic flow pattern have been arranged for today, according to Roderic J. Tichenor of Tichenor & Co., Realtors, exclusive sales representatives.

"Last Sunday's crowds overwhelmed us," Tichenor said, "despite facilities that we were sure would be more than adequate. This Sunday we will be prepared for all our visitors. Hours of open house have been extended to 10 p. m."

The seven homes, forerunners of 17,150, were landscaped with mature shrubs and trees which gave them the appearance of being about three years old—instead of brand new. Inside, furnishings by Aaron Schultz demonstrated a different decorating motif for each architectural style.



A crowd of from 20,000 to 25,000 persons visited the vast new Lakewood community northeast of Long Beach to inspect seven new model homes. Sketch is of one of many varying architectural styles.



Roderic J. Tichenor, prominent realtor, heads firm which has exclusive sales agency for 17,150-home Lakewood program.

Realty and Building

Everett Purcell, Editor

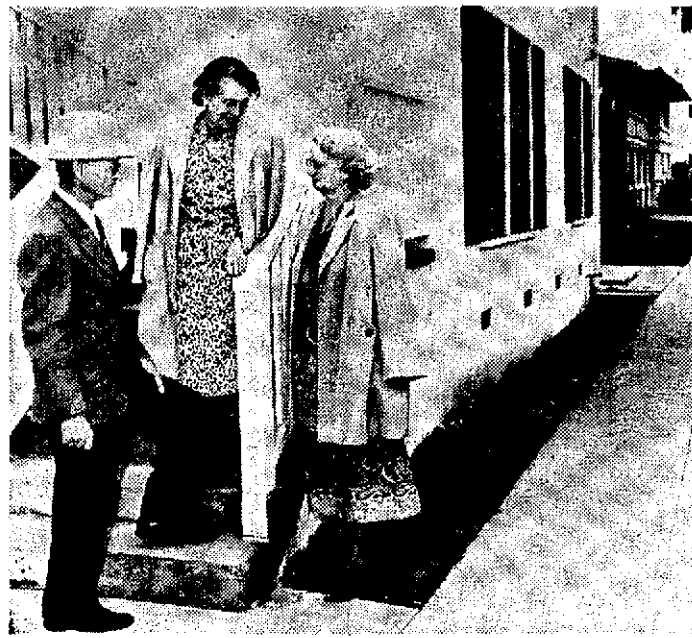
Westfield

Approaching the formal opening stage is a large three-bedroom exhibit home in Westfield, reported the George S. Denbo Co., official sales agent for the subdivision on Palos Verdes Dr. N. between Crenshaw and Hawthorne Bvds., Rolling Hills.

Denbo said the fact that many of Westfield's half-acre and larger lots are zoned for stables is resulting in numerous sales. Westfield was described as one of the few subdivisions in Southern California which provides for bride trail fans.

Overhead Costs

Under FHA and Veterans Administration practices, residential builders are allowed 10 per cent for profit and 5 per cent for overhead, disclosed Verle N. Fry, executive vice president, Builders' Control Service, Inc., in revealing that one of the major overhead costs in this postwar era is the cost of financing construction and mortgage commitments.



Mrs. Eva C. Scott (right) chats with her brother, Clyde McElmoli, and his wife in front of their new apartment house. Hers is in background, with balcony.

Like a Magnet

AFTER Clyde E. McElmoli retired from his drug business in Farnham, Neb., he and his wife set out in 1948 to buy

a nice duplex in some warm climate—but NOT California. His father had bought a four-family apartment house in Long Beach when he retired in 1918. But things had changed since then. Too many people and too much traffic in California for them now.

They hitched their new house trailer to the car and started their trek. The southwestern states were given a thorough inspection, but the couple weren't quite satisfied.

Grudgingly they came on to California. They stopped in San Diego, visited one or two other points in the Southland, and then came to Long Beach. They made their way north to San Jose.

"Now listen," said Mrs. McElmoli. Mr. McElmoli, like any other good husband, listened. "We know we like Long Beach better than any place we've seen. Let's go on back there and buy our place."

So the couple returned to Long Beach, parked their trailer and started hunting a duplex. They combed the city but nothing they saw seemed to say "home" to them. One day they noticed a "for sale" sign on the newly completed four-family residence at 202 Esperanza Ave. They negotiated with the owner and bought it.

Just two doors east of their new home stands the apartment house, 1323 E. Second St., which McElmoli's father bought in 1918. His daughter, Mrs. Eva C. Scott, is the present owner of the property and resides in one of the apartments.

"I crossed this lot for 21 years and never dreamed that any of my family would ever live on it," said Mrs. Scott, who has been helping her brother and sister-in-law get settled. "This is really the right kind of a family reunion."

Mr. and Mrs. McElmoli have a son, Gordon, with the Army in Europe. They hope he will like Long Beach as well as have.

Sales Agent Enthused

RODERIC J. TICHENOR, prominent Los Angeles Realtor and head of Tichenor & Co., exclusive sales agents for the new Lakewood community at Lakewood Blvd. and South St., readily admits that the huge new development is the most interesting and gratifying of his business career.

The sales executive, who much prefers talking about Lakewood to talking about Tichenor, has marketed from 4000 to 5000 Aetna-built homes but, despite this great number, he retains a fresh enthusiasm for each new sale.

"It is one of my greatest thrills to see the foundations get under way, the throngs of visitors and purchasers, and then the frames and finishing touches that make Aetna-built homes so distinctive," he said. "The final thrill, of course, is seeing the lights go on and realizing that these houses are now homes."

The large sales offices near the seven furnished model homes were deluged by visitors Sunday. All 40 of the interview and escrow offices were initiated.

The sales office and the interviewing procedure were planned on the basis of long experience and tested during the recent sale of 558 Westchester Park homes in eight days—with a minimum of error and delay.

Associated with Tichenor in the realty firm is his son, Donald J. Tichenor. A large staff of trained sales personnel is functioning at the headquarters from 9 a. m. throughout the evening.

Tichenor expressed appreciation for the support received from Long Beach at the formal opening. Although many came great distances, the reaction to the opening announcement was especially good from this city.

Years of Use

Every minute in the United States two houses are built, seven babies are born and 10 automobiles are produced.

According to the National Association of Home Builders, the life expectancy of a modern house is about 100 years.

According to the Federal Security Agency, the life expectancy of a person is 66.8 years. According to the Automobile Manufacturers Association, the life of the average car is 8.4 years.

The two houses built every minute have a total use value of 200 years and the 10 automobiles built every minute have a total use value of 84 years, the N. A. H. B. pointed out.

"Our housing production, in terms of its use value in years, is undoubtedly greater than that of any other product in modern times or in all history," the N. A. H. B. said.

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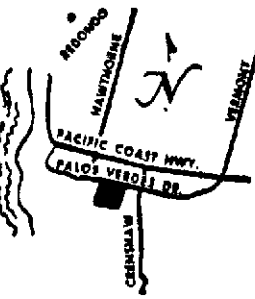
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HAVE EXTRA VALUE WHERE IT COUNTS!

1. EXTRA LARGE ROOMS!
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Extras
Mean
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Plus a host of other extra features that make these the real quality home buys in Lakewood!

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FULL PRICE: \$905000
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On Clark Avenue
On Bellflower Blvd.
7 blocks south of Long Beach City College on Carson St.

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AT THIS PRICE
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Map showing location of Lakewood relative to Carson St., Spring St., and other landmarks.

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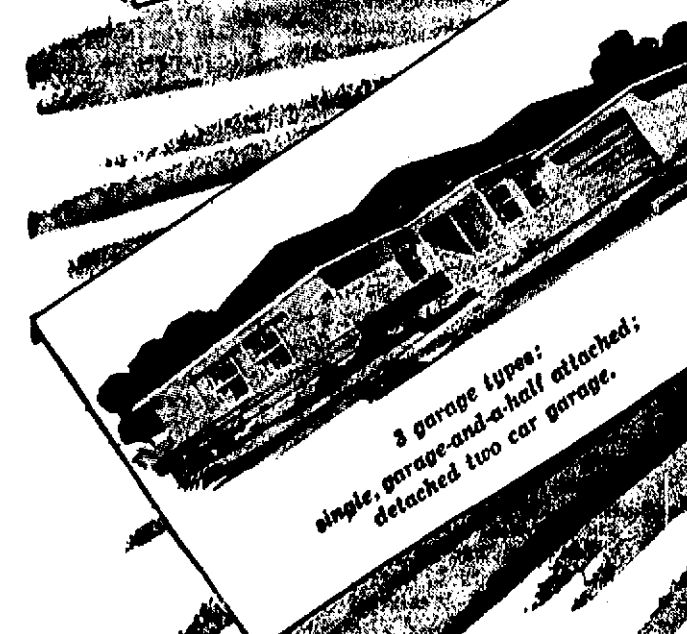
Paved streets, curbs, sidewalks and driveways. All utilities in and paid for—sewers, water, gas.



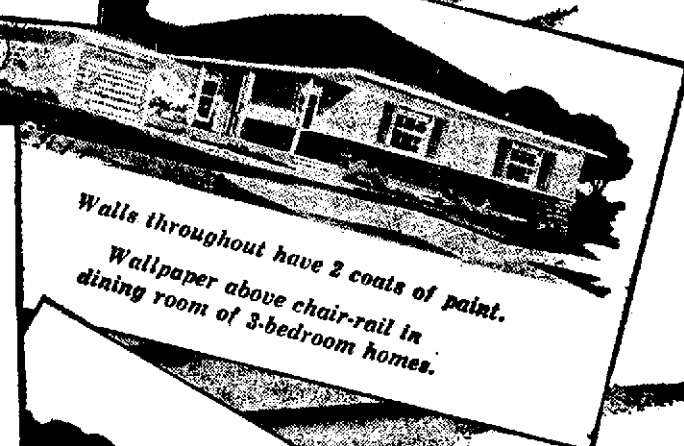
Trees in parkways of each lot. Beautiful ornamental street Electroliners.



Inlaid linoleum in kitchen. Large closet and kitchen drawer space.



3 garage types: single, garage-and-a-half attached; detached two car garage.



Walls throughout have 2 coats of paint. Wallpaper above chair-rail in dining room of 3-bedroom homes.



Built-in Waste King Electric Garbage Disposer Unit.

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The formal opening of LAKEWOOD last week-end resulted in the greatest outpouring of homeseekers in California's history to see America's newest and largest community of fine homes! No wonder . . . for here is an unprecedented opportunity for wide-awake men and women—the birth of an entire new future city.

Think of a city comparable in size to Tampa, Florida or Tacoma, Washington! Think of the opportunities it will offer . . . great shopping centers within walking distance of your home . . . stores, shops, enterprises of every type that will grow and expand with Lakewood!

Lakewood homes are now being built . . . business and shopping centers, entertainment and recreation, a sports stadium, golf club, tennis club, public playgrounds, schools, a modern college, already available! Bus transportation now in operation! Here is the finest of suburban living only minutes from your work! Here is the perfect place to raise your family and fulfill your plans for the future!

See Lakewood today. You, too, will be thrilled with the opportunities LAKEWOOD has for you!

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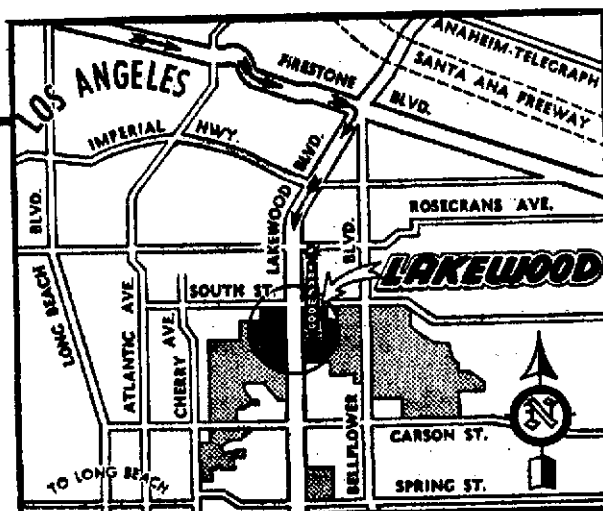
• A certified performance chrome top

O'Keefe & Merritt gas range

AND/OR

• A Bendix "Economat" automatic washer

Any or all of these appliances may be added to the purchase price with only a nominal increase in your monthly payment and no down payment!



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• Single attached garage, garage-and-a-half attached, double detached garage

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• Single attached garage, garage-and-a-half attached, double detached garage

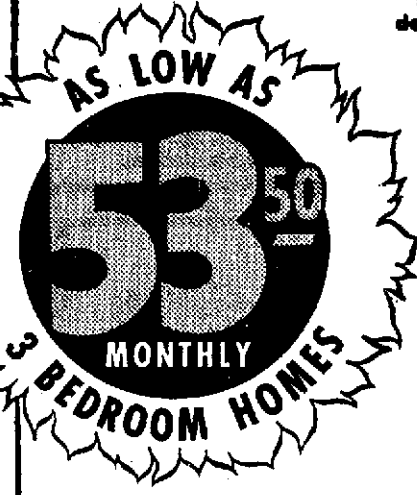
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They're exciting . . . they're sensational . . . beautifully furnished by *Aaron Schully*

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City's Realty, Building Activity Flourishing

Building Permits Gain in March

NEW CONSTRUCTION authorized in Long Beach during March, 1949, and made a strong seasonal gain over February, according to the monthly report of Edward M. O'Connor, superintendent of the city building department.

Permits were issued last month for 1540 projects with a total valuation of \$2,874,090. In February there were 1125 permits amounting to \$1,960,250. The March, 1949, figures were 1538 permits for \$2,533,500 worth of work.

For the year to April 1, Long Beach building activity amounted to 3944 projects totaling \$8,035,070. The first three months of 1949 saw 4132 permits issued for \$6,387,945 worth of work.

O'Connor announced that residential construction continued at a high level during March. Authorizations were made for 108 single-family homes, 13 double dwellings and 12 multi-family dwellings. Providing 234 living units, this class of construction bore a total valuation of \$1,281,725.

In March of last year 209 dwelling units were approved at construction cost of \$1,196,645. February residential permits covered 189 dwelling units aggregating \$979,025.

Outstanding among March building projects were 11 per-

mits for commercial buildings totaling \$239,875 and one permit valued at \$218,000 for a school building.

Repairs and minor alterations accounted for 1147 permits and \$700,305 worth of work. This category was approximately \$200,000 under the March, 1949, figure.

Nineteen oil derricks at \$10,000 each added \$190,000 to the total of new construction authorized. Permits were issued for 117 private garages having a total valuation of \$64,945.

Other categories included:

Item	No.	Value
Churches	1	\$35,000
Amusement	1	10,000
Signs, sheds	103	29,640
Gas stations	1	4,200
Factories	3	10,500
Warehouses	2	66,100
Other industry	1	24,000

Ticket Sales Begin

AN ATTENDANCE of more than 400 is the goal of the committee handling ticket sales for the one-day district conference of the California Real Estate Association in Long Beach April 21, according to H. Herschel Hart, conference chairman.

Sixteen members of the Long Beach Board of Realtors have been appointed to the committee, Hart announced. They are Ros Hicks, Leslie Vaughn, Kenneth Rowland, Winnie Cross, Harold Freeman, George D. Jones, Joseph F. Reed, Ralph B. Saffie, I. N. Page, Harold Steele, Bonnie Davenport, William H. Rife, Robert H. Webb, Frederic Westover, E. T. Moore and Peter Rioux.

"Local Realtors are responding with real enthusiasm to this business," Hart said. "Many firms have announced they will close their offices for this 'back to school' session."

Robert P. Gerholz, president of the National Association of Real Estate Boards, will address the luncheon meeting of the conference. Gerholz, Flint, Mich., Realtor, has recently returned from a trip to Europe, where he checked on the latest developments in the housing situations of England, France and Belgium. He interviewed a number of builders, brokers and public officials in each country.

Lewis K. Cox, board president, said that invitations to the luncheon have been sent to public officials, business leaders, heads of veterans' organizations, architects, builders and building materials dealers.



Willis W. Bradley, former Congressman, will address the Board of Realtors Tuesday morning at breakfast in the Wilton Hotel. His topic will be "The Future Economy of Long Beach."

City Holds Ranking

LONG BEACH ended January in exactly the same position in national ranking of leading construction centers that it held at the end of January, 1949, according to the report issued last week by the Bureau of Labor Statistics of the U. S. Department of Labor.

Although the city authorized \$3,191,000 worth of work in January, 1950, compared to \$1,833,000 in the same month last year, it remained 21st in the nation. Lakewood, Dominguez and Signal Hill permits are not credited to Long Beach, since they are issued by county offices.

Fortieth in population, Long Beach topped such cities as San Francisco, Boston, Kansas City, Mo., and St. Louis.

Los Angeles held first place with \$22,717,000. New York City had \$18,118,000. Third was Chicago with \$16,379,000, while Pittsburgh was close behind with \$16,223,000.

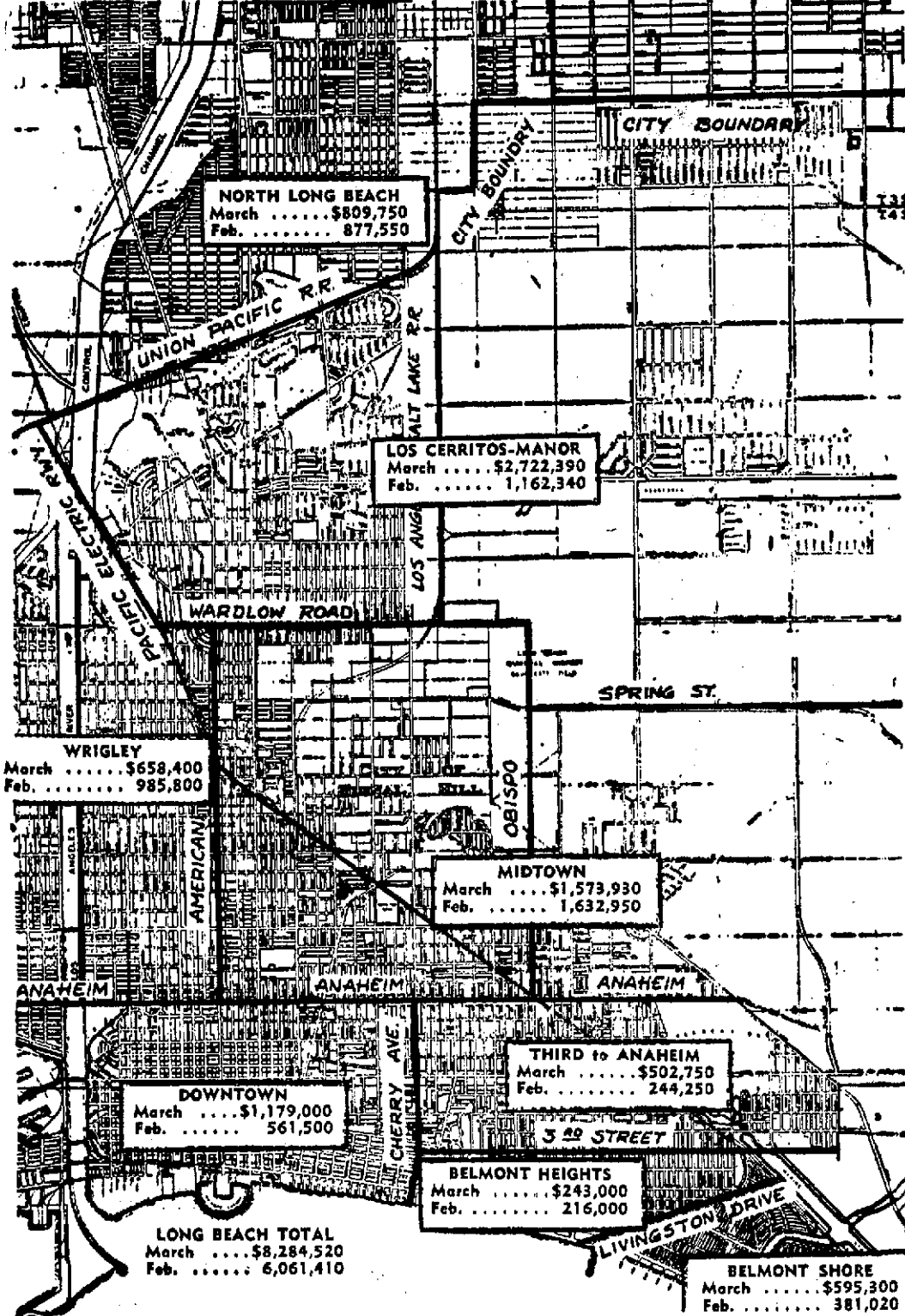
Four Stores

A four-unit commercial building will be built by Harold A. Steuber at 1226-28-30-32 South St., it was revealed last week when application was made for a building permit.

William R. Spriggs, engineer, designed the structure with large glass areas in front, cement plaster parapet and Roman brick base. The one-story building is 72 feet by 80 feet in size. Each unit has rest room facilities.

2x4 Not 2x4

Call up the "Believe It or Not" boys, because a 2x4 used in home construction is not a 2x4 after all, according to Builders' Control Service, Inc., which discloses that a 2x4 actually is but 1 1/2 inches by 3 1/4 inches in size when finished.



Real estate activity in Long Beach last month and in February is charted by districts in this map. Long Beach was divided arbitrarily into eight districts. The data were compiled by Barbara Moss, executive director of the Board of Realtors.

March Sales Far Over 1949's Best

LONG BEACH real estate sales volume climbed to 931 transactions totaling \$8,284,520 during March, it was reported yesterday by Barbara Moss, executive director of the Board of Realtors.

The number of transfers was 57 per cent above March, 1949, and the valuation was slightly over 50 per cent greater.

'Old Days' Debunked

THE mid-1940's, apparently destined to go down in history as real estate's "good old days" are like many other kinds of "good old days" in at least one respect, according to Grace Small, Long Beach Realtor. They never were really as good as their reputation.

Mrs. Small, who has kept records for more than 10 years on the length of time required to sell properties, disclosed last week that even at the peak of the market an average of three weeks was required to sell a listing.

"True, we all remember selling properties the day they were listed," she commented. "However, we forget the many routine listings that were on our books for several weeks."

Today's market is moving much more slowly, but measured by all-time standards sales are still quite brisk, Mrs. Small said.

Among recent transactions completed by her office are 2701 Chestnut Ave., residence, Mr. and Mrs. S. W. Diggins to Mr. and Mrs. George Durham; 315 Park Ave., Mr. and Mrs. Henry C. Maes to Mrs. Estelle Britton; 264 Roycroft Ave., Mr. and Mrs. Glyde Hill to Mr. and Mrs. Harold H. Osburn; 295 Claremont Ave., Mr. and Mrs. Robert Lettler to Hill.

Also: 3003 Vista St., Mr. and Mrs. C. A. Lynch to Dr. and Mrs. Stuart C. Bicknell; 221 Bennett Ave., Mrs. Noma S. Carney to Mr. and Mrs. George W. Booth. Two acres in Orange County, Mr. and Mrs. Frank Coats to Fostoria Monday. Two story commercial building with eight apartments, Linden Ave. and 10th St., Jonah Jones estate to L. Darroll.

Also: 1025 Westwood St., Santa Ana, Richard Goehring to E. G. Henryson. Leases from Mrs. Edith A. Francis to Dr. Leon J. Delson, 501 E. Broadway, and to B. F. Paine, 503 E. Broadway.

"There has been a phenomenal increase in the Long Beach real estate market during the past three months," Miss Moss said. "During 1949 the highest figure was recorded in March, with \$5,517,850 in sales. December, 1949, nearly equaled that total; January climbed to \$6,943,200, and February exceeded \$6,061,000. This year is developing one of the busiest seasons Long Beach has had."

Miss Moss said interesting sales recorded during the month, with the amounts indicated in revenue stamps, included store buildings at 475-81 W. Willow St., William Ryals to Willis E. Risinger, \$30,000. Store building, 240 American Ave., C. Alex Staudus to Somerset Finance Corp., \$115,000. Residential income, 1007-9 E. Ocean Blvd., Lee F. Pattee to Nate and Sylvia Levy, \$67,500. Apartment, 934-44 E. Carson St., Mark E. Andrews to Ida M. Whitley, \$50,000.

Apartment, 1940 Chestnut Ave., May Aronek to Roy D. Van Alstine, \$70,000. Caneer & Pearson Drug building at 140 Pine Ave., John D. Irvine to Nicholas and Harriet M. Harris, \$97,000. Thiessen Apartments, 132 Chestnut Ave., H. G. Stubblefield to Harry E. Stoner, \$50,000. Camden Apartments, 1980 Cedar Ave., G. Camden Smith to William S. McGill, \$55,000. Apartments at 246 Santa Ana Ave., Rudolph Hartman to Emery W. Lothrop, \$60,000.

The area comprising Bixby Knolls, Bixby Manor, Los Cerritos, Country Club area and Lakewood Village spurred into top place among the city's eight districts with 282 sales for a total of \$2,722,390.

The region between Cherry Ave. and Bellflower Blvd. from Anaheim St. to Wardlow Rd. was second, with 177 recordings covering \$1,573,930 worth of business. North Long Beach had the third largest number of sales—163—and the fourth largest dollar volume—\$809,750. Downtown Long Beach registered a valuation of \$1,179,000 in 72 transfers.

Apartment Buildings

MULTIFAMILY residential projects, housing 13 families in two buildings, were submitted to the city building department last week.

A nine-family apartment house in contemporary architecture will be constructed by Mr. and Mrs. J. J. Thomas at 1 1/4th Pl. Fred R. Johnson has the building contract.

A two-bedroom-and-den penthouse for the owners is one of the unusual points of the design by Vern Hedden, engineer.

The blueprints call for two bedrooms and den, living room, dining room, breakfast nook, kitchen area and two baths.

Dr. William Silva has given a contract to C. W. Haynes & Associates for an eight-room home at 5147 El Roble. The 1700-square-foot house will have an exterior of vertical redwood boards and battens, combined with stucco. Roof will be cedar shingles. Chimney will be of Roman brick.

In the plan are three bedrooms and den, dining area, breakfast nook in kitchen, and bath and a half.

New Homes Planned

TWO new homes in the class having more than 1500 square feet of floor space are planned for immediate construction, according to plans filed in the city building department last week.

Milo W. Horn will build an 1831-square-foot house, with garage attached by breezeway, at 3800 Elm Ave. Exterior will be stucco and wood shingle, with wood shingle roof.

The blueprints call for two bedrooms and den, living room, dining room, breakfast nook, kitchen area and two baths.

Dr. William Silva has given a contract to C. W. Haynes & Associates for an eight-room home at 5147 El Roble. The 1700-square-foot house will have an exterior of vertical redwood boards and battens, combined with stucco. Roof will be cedar shingles. Chimney will be of Roman brick.

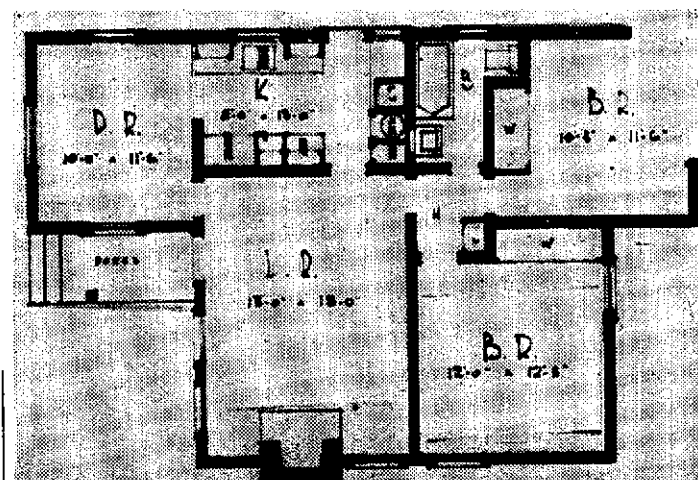
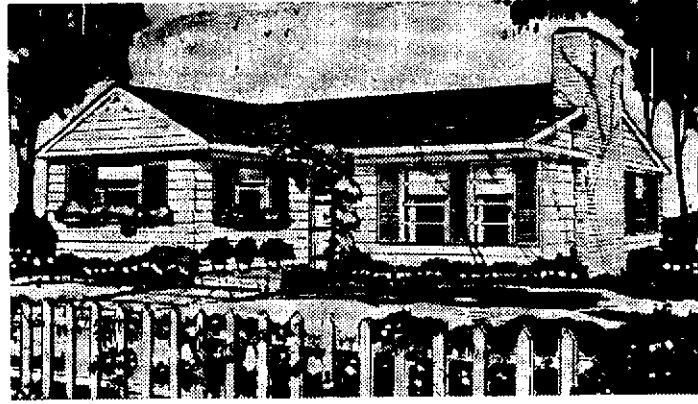
In the plan are three bedrooms and den, dining area, breakfast nook in kitchen, and bath and a half.

Builders' Exchange

EFFECTS of permitting contractors licensed in other cities to operate in Long Beach without a local license will be discussed at 6:15 p. m. tomorrow at the April dinner meeting of the Builders' Exchange of Long Beach in the Masonic Temple, 835 Locust Ave., it was announced yesterday.

Latest developments in the negotiations for a group hospitalization insurance plan also will be outlined, it was announced by Henry T. Scott, president.

Tom Lane, program chairman, has arranged for entertainment by Jimmy McGarrigle, Long Beach singer, and for a motion picture, "The Drama of Cement."



This attractive two-bedroom house plan has a convenient and pleasing arrangement of living room and dining room. The two areas adjoin but are in separate wings so that there is exclusiveness and privacy in the dining room. The entry and hall are so arranged that the only part of the living room subjected to household traffic is a small strip along the left-hand wall. All of the fixtures usually placed on the service porch have been arranged at the end of the kitchen behind sliding doors, which allows more space in the room. (This plan is from the new home plan book, "Harmonious Homes," which may be obtained by forwarding a dollar to the Southern California Building Permit Service, 5762-R W. Pico Blvd., Los Angeles 35, Calif.)



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OPEN FOR INSPECTION TODAY, 12 to 5 P. M.

FOR THE ULTIMATE IN GRACIOUS OUTDOOR-LIVING, SEE THIS NEW 2-BEDROOM AND DEN RAMBLING RANCH-TYPE HOME WITH 2 TILE BATHS, COVERED PATIO, FORCED-AIR HEAT AND ALL THE NEW MODERN CONVENIENCES

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2182 PACIFIC

MORRIS HOLMQUIST

REALTORS

4-5884

3410 ORANGE

Women Win

The Chicago Real Estate Board, an all-men organization for 67 years, has decided to admit women real estate brokers as members.



Now occupied by Mr. and Mrs. R. J. Burdge of Long Beach is the "patio" home in Los Altos Park, the Lloyd S. Whaley subdivision on Pacific Coast Hwy. at Anaheim St. "The Patio" was one of the exhibit homes in the subdivision.

Homes Replace Groves

By Graham Berry
Associated Press Staff Writer

SOUTHERN CALIFORNIA'S famed scent of orange blossoms is fading before the smell of fresh lumber and the banging of hammers.

Since the war, 26,640 acres or more than 8 per cent of the area's citrus orchards have yielded to home subdivisions and some factories. And the trend is continuing.

Figuring four lots per acre and an average of 2½ persons per lot, this means that the former citrus orchards eventually will be homesites for 266,000 persons.

In 1946 Southern California's eight major citrus counties had 317,294 acres planted in oranges, grapefruit, lemons and limes. A 1949 tree census disclosed that the acreage has dropped to 290,653. Oranges account for 75 per cent of the totals.

Burnell Yarik, Los Angeles County farm adviser, cites two reasons for the citrus decline, which amounts to \$282 acres in this county alone: (1) Subdivisions; (2) economics.

"Subdividers are running wild through citrus groves in the Whittier district," he said. "Trees are being uprooted by the hundreds and burned to make way for homesites."

The Whittier area "lost" 3000 acres to homesites last year and will lose another 4000 this year. Two or three packing houses closed down there in 1949, he said, and two more will shut their doors this year.

Row after row of new homes are replacing the rows of citrus trees in the once rural San Gabriel Valley. Three thousand acres of trees are falling before the parlor-bedroom-and-bath brigades in the West Covina and Puente districts.

ORANGE COUNTY, Los Angeles County's southern neighbor, has lost 9192 acres of citrus since the war, much of it to subdivisions. The homes are being built because the Santa Ana Freeway eventually will provide swift transportation to downtown Los Angeles.

Experts say citrus areas in the San Joaquin and Sacramento Valleys are not materially affected. However, Southern California produces 97 per cent of the state's oranges and 99 per cent of the lemons and grapefruit.

As for the economic reasons for the vanishing Valencia, Yarik says frankly that it's difficult to make orange-growing pay.

He adds that the lemon situation is much brighter. This is borne out by agricultural commissioners' reports that citrus acreage in Ventura and Santa

Barbara Counties now are the highest on record. Both counties produce more lemons than other citrus.

The other six citrus-producing counties, Los Angeles, Orange, San Bernardino, Riverside, San Diego and Tulare, all show acreage declines.

Many groves have been converted to vegetables and grains. "These are quick cash crops," Yarik explained. "It takes years to realize income from a citrus grove."

The winter navels are in direct competition with Florida oranges, he added. And the summer Valencias now are meeting competition from frozen orange concentrates.

Quick decline, a virus which kills the roots, has taken a heavy toll of sour root stock. Yarik estimates it has knocked out 2000 acres in Los Angeles County alone since the war.

The drop in acreage has been almost entirely in Valencias, he said. The navel acreage has been static for 20 years but is starting downhill and should continue.

Has the fact that some trees have grown too old to produce peak crops contributed to the acreage decline?

Yarik doesn't think so. He points out that navel trees 60 to 65 years old are producing as well as ever. And Chet Barrett, agricultural commissioner of Ventura County, says 70-year-old lemon trees are still going strong.

THE chief answer is that Los Angeles and other Southern California cities are developing vast residential suburbs.

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Guarantee

Equipped with
Grayson 100% Control
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You save \$7.55
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112 Acres Purchased in City

College Unit Goes South

PURCHASE of 112 acres east of Bellflower Blvd. and south of Spring St. by Cunningham & Brittain, developers, was announced yesterday by Walker & Lee, Inc., Realtors, who represented the buyers.

The land formerly was owned by the Bixby Land Co. Paul Elmquist, Realtor, represented the Bixby firm in the transaction.

The acreage extends from Bellflower Blvd. to the projected line of Clark Ave. and from Spring St. south to the projected line of Willow St. This is a short distance north of the intersection of Bellflower Blvd. and Los Coyotes Diagonal.

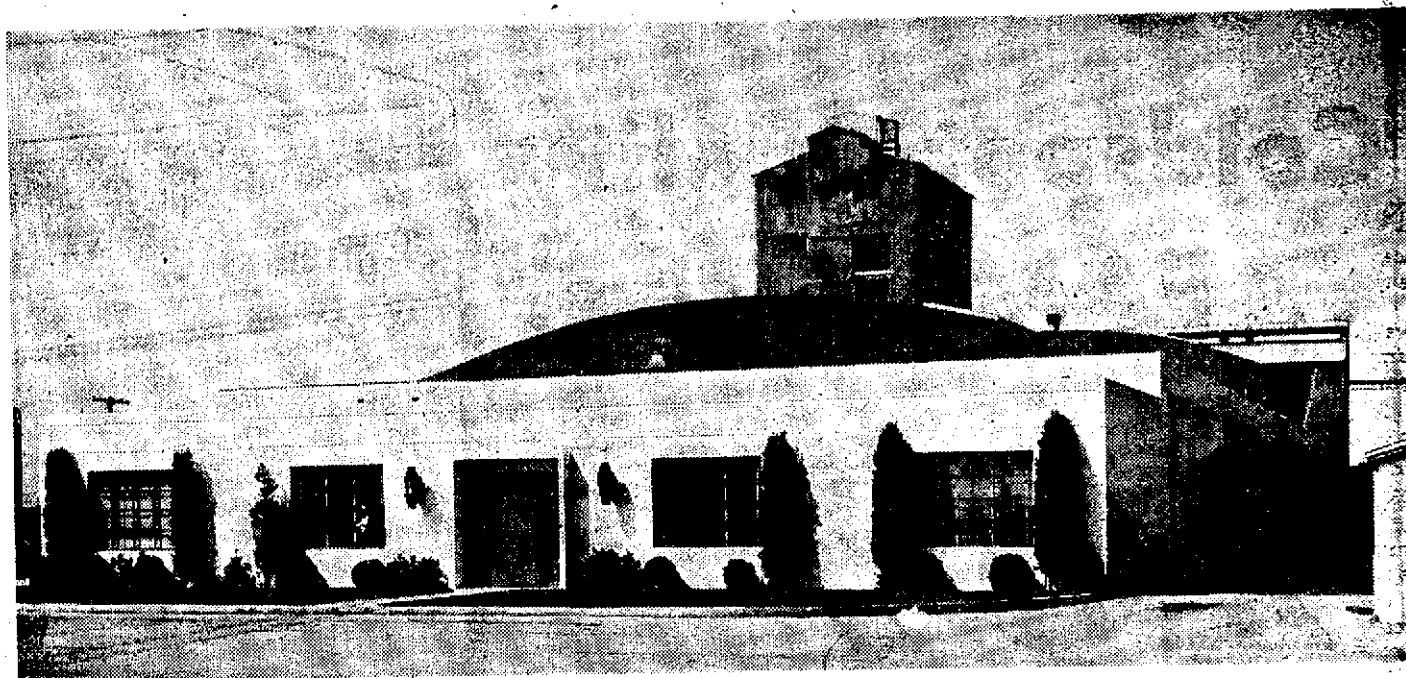
Consideration was not revealed, but DeWitt Lee, vice president of Walker & Lee, said that an \$8,800,000 development comprising 550 two-bedroom and three-bedroom homes is contemplated by the builders. Work is to begin within 60 days.

"Cunningham & Brittain will follow the same general plan that has been so popular with buyers in College Units 2 and 3," Lee said. "The patio style will be featured among the considerable range of architectural designs."

This group of homes will be the first built in Long Beach by developers working with Walker & Lee, it was noted by Lee. All previous developments handled by the firm have been over the line in county territory.

Demand for close-in residences, coupled with the announcement that the new four-year state college will be located within a short distance of the new subdivision, were influential in determining the purchase of the property, he said.

"Construction will begin shortly on first buildings of a major shopping district at the



Monsanto Chemical Co., one of the largest producers of plastics, last week announced purchase of this plant at 6251 Paramount Blvd., where it will produce polystyrene plastic molding compound. Observers emphasized that the rapid expansion of the plastics industry makes this potentially one of the city's leading factories. Southern California now has 65 molders and fabricators. Hothouse caps, toys, photographic equipment, lighting fixtures and decorative hardware are made from the styrene compound. The plant is located on a nine-acre site. It will be in operation about August 1.

Intersection of Spring St. and Bellflower Blvd., Lee announced.

Homes in the new College Unit will be available to veterans and non-veterans. The

former will be given no-down payment terms. Walker & Lee will construct new sales offices

on Lakewood Blvd. and Bellflower Blvd. within 30 days, it was stated.

12 A Day at Pioneer

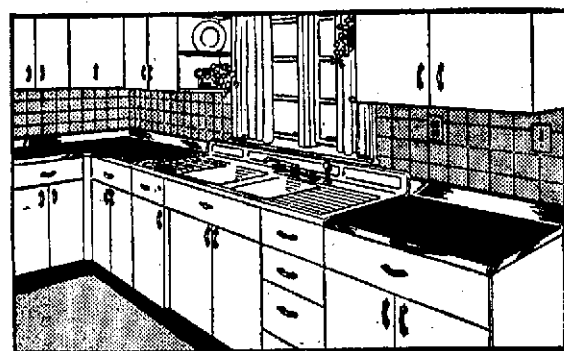
Workmen have begun pouring foundations at the rate of 12 a day in the fourth and fifth units of Pioneer Plaza, it was reported yesterday by Albert Leighton, president of the Alden Construction Co., developers.

Fourth unit to have 37 two-bedroom homes and 34 three-bedroom homes, is being built adjoining the original units of Pioneer Plaza, fronting on Pioneer Blvd. just south of Firestone Blvd., Norwalk. Fifth unit will comprise 153 two-bedroom and 49 three-bedroom homes at the southwest corner of Rosecrans Ave. and Studebaker Rd., also in Norwalk.

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BEAUTIFUL

Unbelievable
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Amazing
2-BEDROOM
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Ideal
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Bixby Crest is an established, mature community - all homes built and ready!

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1 block E. of Orange
Just N. of Carson

Drive Out Atlantic Blvd. to Carson Street, then east to first stop sign at Orange, north 1 block to property entrance. Follow signs.



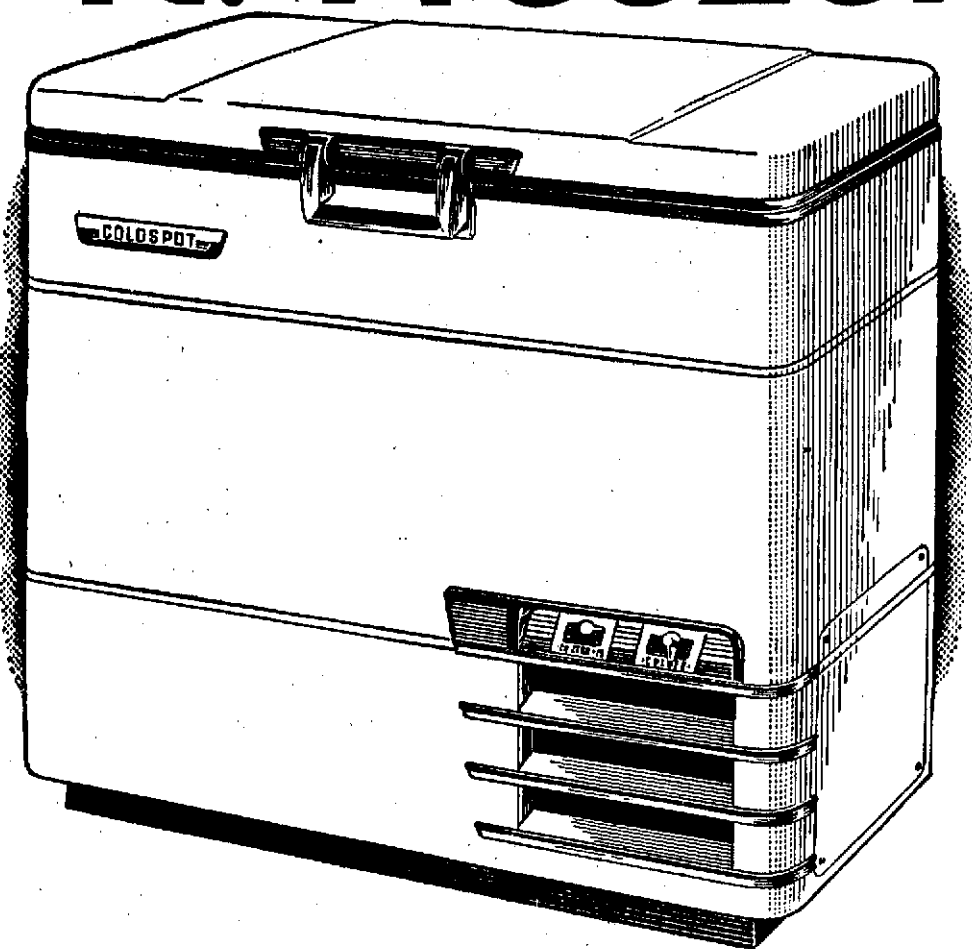
Big 9.2 cu. ft. Freezer

**Coldspot Quality
... FAMILY size!**

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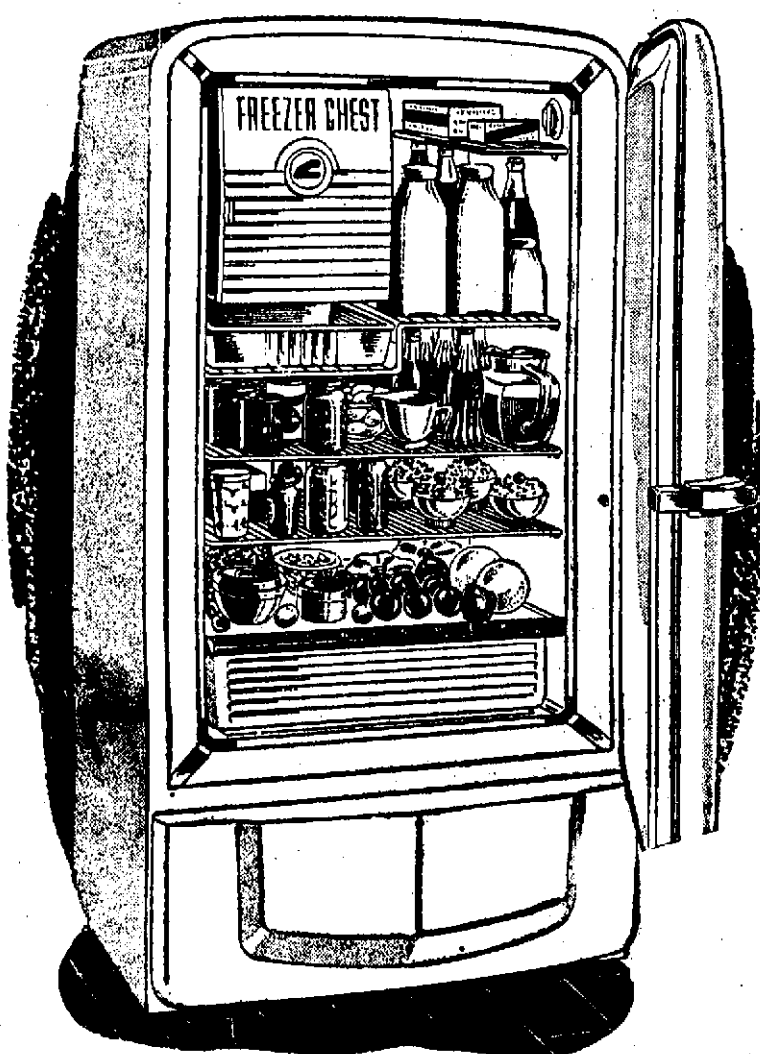
You could pay \$60 more for a freezer of similar capacity and still not get "Coldspot" quality! Holds 319 pounds of food, yet fits into small 42x28-inch floor space! Think of the savings on food you can realize by buying in quantity for this COLDSPOT! And think of the convenience—for the "Coldspot store" never closes!



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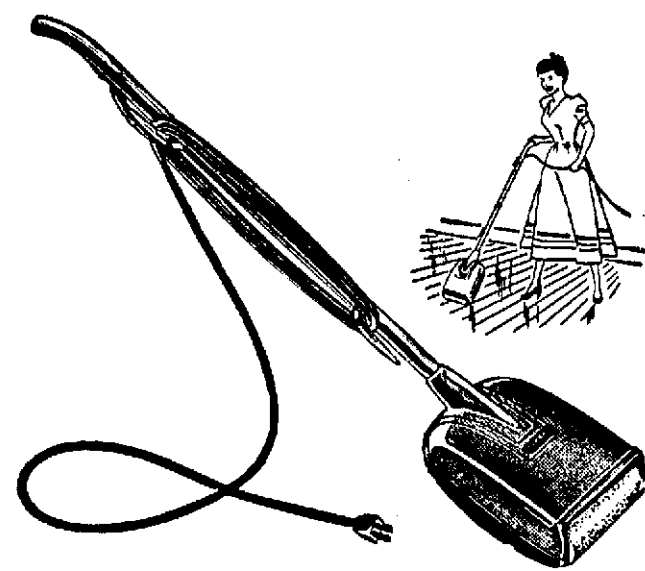
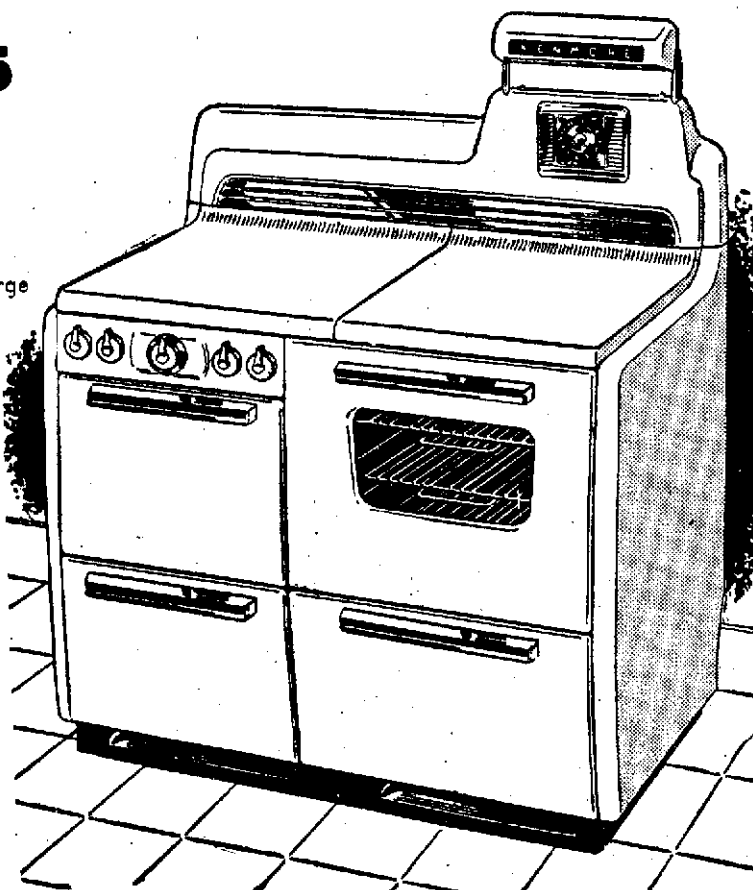
159⁹⁵

Only \$5 down

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- With Exclusive "Kenmore" Thermo-Disks
- Giant Size Oven ... Visi-Bake Door!
- Chrome Finished Broiler Rack.

Only "Kenmore" has THERMO-DISKS that fit over regular burners, provide faster and better cooking. Any size utensil may be used without fear of tipping. Giant 20-inch oven has Visi-Bake door for easy checking of baking foods. Beautiful chrome finished broiler rack, porcelain enameled lift covers. See this splendid "Kenmore" at Sears! Save!



34.95 Floor Polisher

23.95

2.40 Down, Easy Terms,
Usual Carrying Charge

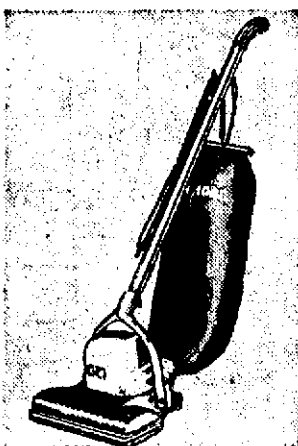
It's a "Kenmore"! That means you can count on its quality! It's electric—makes it easy for you to keep floors bright and shining. Just apply wax, then guide your new "Kenmore" over floors. Complete with 6 1/2-inch buffer. See it at Sears.

**Regularly 44.95
Fast Kenmore
Vacuum Cleaner**

24.95

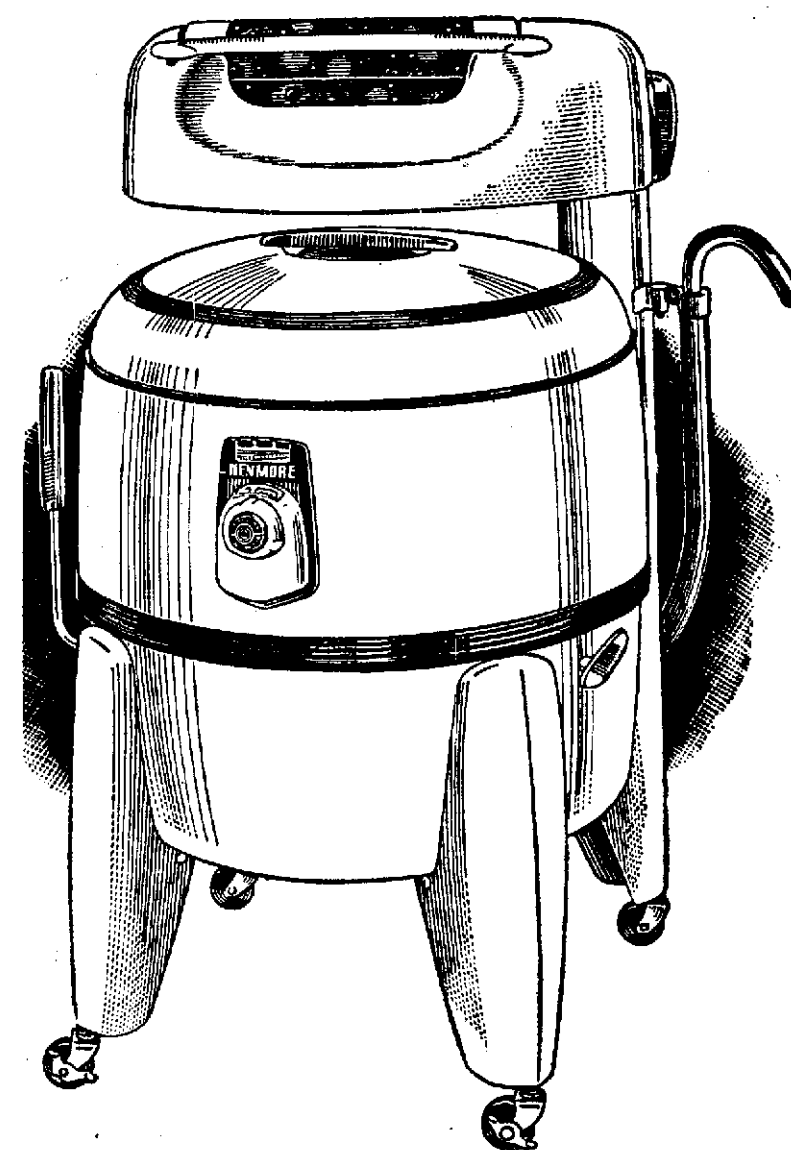
With Old Vacuum

Just think, you save \$20! And you get a Kenmore with powerful 1/4-H.P. motor and airtight bag! With other grand features including molded hand grip and built-in dome light.



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other days
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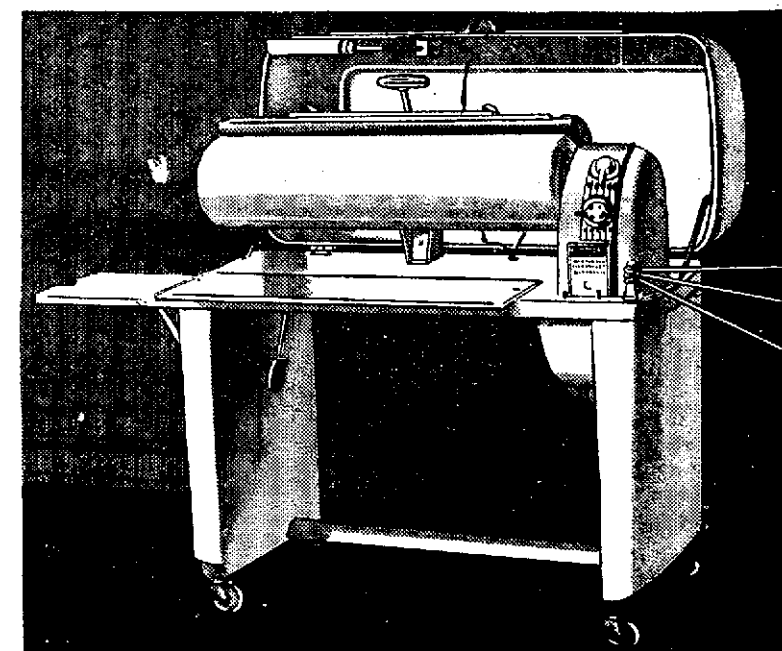
**New Visi-Matic
"KENMORE"**

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Only \$5 down

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Brand new for 1950! Gleaming "Kenmore" with Visi-Matic wringer to make your washdays easier and happier. Especially designed to make wringing easier, faster and safer! The giant 3-inch balloon type rolls need no adjustment. Giant oversize porcelain tub does full load cleaner and faster, too! Only at Sears can you get Kenmore with all Sears exclusive features! So be sure to come to Sears Monday and see this grand buy! You'll agree it's the best washer value for you! Save at Sears!



Easy-to-Use Kenmore Ironer

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Only \$10 down

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Usual Carrying Charge

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